



Communications

P.O. Box, CH-8022 Zurich
Telephone +41 58 631 00 00
communications@snb.ch

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New website for the Swiss National Bank

The Swiss National Bank's new [website](#) went live on 24 October. It centres on the needs of the SNB's various target audiences – specialists, the media, and the general public – by providing them with all the information they require more quickly and more easily in future.

To this end, the website's main navigation has been reduced to three elements. Information about the organisation, its areas of specialisation and its objectives can be found under 'The SNB', while 'News & Publications' collects all of the SNB's published material and 'Services & Events' offers digital tools and answers frequently asked questions, among other features.

On the homepage, 'Quick links' and 'New on the website', as well as a variety of market data, afford an immediate overview of the latest key content.

With its simplified structure and clearly colour-coded interactive concept, the new website provides improved user navigation. This is further enhanced by greater use of visual material and multimedia content, which helps to guide visitors intuitively through the world of the SNB.

The SNB's digital presence, along with its [data portal](#) providing detailed specialist information, is constantly developed on the basis of feedback from target groups.