

Content Editor's 10-Point Checklist for Pages on Our Websites

To make sure your content is professional and complete, please go through this checklist for every page.

<input type="checkbox"/>	The page has a clearly defined purpose for my audience. It answers the “What’s in it for me?” question that a visitor will ask.
<input type="checkbox"/>	The page is in the right channel for my audience, and I’ve linked <i>to</i> it from other parts of the website, and <i>from</i> it to other parts of the website as needed.
<input type="checkbox"/>	The page title is: <ul style="list-style-type: none">• short (two to four words only) and descriptive (meaningful to a general audience)• in title case (only the main words are capitalized) and uses an ampersand (&) instead of “and”
<input type="checkbox"/>	I’ve included introductory text in the summary or lead paragraph, which: <ul style="list-style-type: none">• is short (one or two complete sentences only, maximum 255 characters)• includes significant words (keywords), that people are likely to use when searching• uses informal, direct language and gives the visitor an idea of what the page is about
<input type="checkbox"/>	I’ve put the most important content near the top, and have divided long topics into subtopics, using tabs, subheadings and accordions as needed.
<input type="checkbox"/>	Subheadings and tab headings: <ul style="list-style-type: none">• are short and descriptive (meaningful to a general audience); tab headings do not go over to a second line• are in sentence case (the first word only is capitalized) and use an ampersand (&) instead of “and”• subheadings are scannable and lead the reader through the topic
<input type="checkbox"/>	My content is up to date, fresh and succinct. Stale, date-stamped, placeholder, “content to come” or unfinished text does not appear.
<input type="checkbox"/>	I’ve used the active voice as much as possible. My tone is direct and friendly, and I’ve used plain language. I've spelled out acronyms unless they are well known.
<input type="checkbox"/>	All interactive features (links, documents, videos) work: <ul style="list-style-type: none">• documents and external websites open in a new window; internal pages open in the same window• for images, the ALT text field is filled out; for links to external websites and documents, the Description field is filled out; for links to internal webpages, the Tooltip field is filled out
<input type="checkbox"/>	I’ve proofread my page. It uses the features and styles of the template, and it has no spelling, grammar or punctuation errors. I’ve closed any open accordions and checked in the page.