1. Content plan

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| --- | --- | --- |
| ⃞ | **Purpose** | * Meets its intended purpose or goal
 |
| ⃞ | **Key messages** | * Focuses on the main messages/information
 |
| ⃞ | **Target audience** | * Written for the target audience(s)
 |

2. Quality issues

|  |  |  |
| --- | --- | --- |
| ⃞ | **Spelling, grammar, punctuation** | * No errors
 |
| ⃞ | **Readability statistics** | * Word count as low as possible
* Average sentence length below 20
* Passive voice less than 20%
* Flesch-Kincaid grade level below grade 10
 |
| ⃞ | **Links** | * All links work
* Links lead directly to named resource (not just to site home page)
 |

3. Style guide compliance

|  |  |  |
| --- | --- | --- |
| ⃞ | **Branding** | * Uses brand voice
* Images on brand
 |
| ⃞ | **Style** | * Uses our style for spelling, punctuation and capitalisation
* Uses our preferred terms
* Uses appropriate template
* Headings written in sentence case, never all capitals.
* Left-aligned text
* One space (only) after a full stop.
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4. Usability and accessibility

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| --- | --- | --- |
| ⃞ | **Findable** | * Content is useful (meets users' information needs)
* Content is original (not copied from elsewhere)
* Keywords match users’ language or search terms
* Page titles are meaningful and concise
	+ Make sense when read out of context (in search results)
	+ Key words first, organisation name last
	+ No jargon, shortened forms
	+ Less than 70 characters (if possible)
* Headings (particularly h1) use keywords
* Links use keywords (not ‘click here’, ‘read more’)
 |
| ⃞ | **Scannable** | * Looks uncluttered; key parts of content are visually distinct
* Structured well, logical order
	+ Key information first (unless strong reason to do otherwise)
	+ Related information is grouped; unrelated is separated
* Headings, sub-headings are meaningful
	+ Headings show content structure
	+ Headings make key messages/information obvious
	+ Keywords are close to the start of each heading
* Paragraphs are short and focused on a single topic
* Lists are used to highlight key information
	+ Items not too long
	+ No repeated terms at start of each item
* Non-text elements aid scanning and comprehension
	+ Good quality images, graphics (clear, cropped, resized to correct dimensions, no text in image)
	+ Tables well designed (clear headers, lines to guide reading, minimal text, appropriate alignment depending on type of data in cells)
* Links in text
	+ Only important links included
	+ Links do not make text look too cluttered
	+ References or related links are grouped at bottom
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| ⃞ | **Readable** | * Common, everyday words (relevant to the target audience)
	+ No jargon, technical terms
	+ No acronyms, abbreviations (unless well known to target audience)
	+ Short words used; long words avoided
* Short sentences (average under 20 words)
* Active voice used; minimal passive voice
* Nominalised verbs avoided
* Personal pronouns used: We, you
 |
| ⃞ | **Concise** | * No unnecessary content (fits content plan)
* Tight writing: no unnecessary words
 |
| ⃞ | **Accessible** | * Images have equivalent short or long text alternatives when not decorative
* Link purpose and behaviour clearly labelled
* Headings use correct heading level tag (h1, h2, h3)
* Lists use list tags
* Tables properly tagged (check with developer/designer)
* HTML tags are not used purely for visual effect
* URLs are not used as links
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