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

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| ⃞ | **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

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| ⃞ | **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. |

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 |
| ⃞ | **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 |