

# Content reviewer's checklist

Talk to the write about whether you're editing or just providing feedback. Review from a printed version as well as on screen. Check the following.

## 1. Content plan

<b>Purpose</b>	<ul style="list-style-type: none"> <li>Meets its intended purpose or goal</li> </ul>
<b>Key messages</b>	<ul style="list-style-type: none"> <li>Focuses on the main messages/information</li> </ul>
<b>Target audience</b>	<ul style="list-style-type: none"> <li>Written for the target audience</li> </ul>

## 2. Basic quality issues

<b>Spelling, grammar, punctuation</b>	<ul style="list-style-type: none"> <li>No spelling errors</li> <li>No grammatical errors</li> <li>No punctuation errors</li> </ul>
<b>Readability statistics</b>	<ul style="list-style-type: none"> <li>Average sentence length 15-18 words</li> <li>Passive voice less than 10%</li> <li>Flesch-Kincaid grade level below grade 10</li> </ul>
<b>Links</b>	<ul style="list-style-type: none"> <li>All links work</li> <li>Links lead directly to named resource (not just to site home page)</li> </ul>

## 3. Style guide compliance

<b>Branding</b>	<ul style="list-style-type: none"> <li>Uses brand voice</li> <li>Images on brand</li> </ul>
<b>Style</b>	<ul style="list-style-type: none"> <li>Uses organisation's styles for spelling, punctuation and capitalisation</li> <li>Uses organisation's preferred terms</li> <li>Uses appropriate template</li> </ul>

## 4. Usability and accessibility

<b>Findable</b>	<ul style="list-style-type: none"> <li>Content is useful and original</li> <li>Keywords match users' language</li> <li>Page titles are meaningful and concise             <ul style="list-style-type: none"> <li>Keywords first, context added, organisation name last</li> <li>Less than 70 characters</li> </ul> </li> <li>Meta description provides useful summary or description of content</li> <li>File name (last part of URL) uses keywords</li> <li>Headings (particularly h1) use keywords</li> <li>Links use keywords (not 'click here', 'read more')</li> </ul>
<b>Scannable</b>	<ul style="list-style-type: none"> <li>Looks uncluttered; main parts of content are visually distinct</li> <li>Structured well             <ul style="list-style-type: none"> <li>Important information first</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Logical order, based on user's tasks/needs</li> <li>• Headings, sub-headings are meaningful             <ul style="list-style-type: none"> <li>• Headings show content structure</li> <li>• Headings signpost each part of the content</li> <li>• Informative words are close to the start of each heading</li> </ul> </li> <li>• Paragraphs are short and focused on a single topic</li> <li>• Lists are used appropriately and designed well             <ul style="list-style-type: none"> <li>• Lists and list items not too long</li> <li>• Parallel phrasing used</li> <li>• No repeated terms at start of each item</li> <li>• Page not full of lists</li> </ul> </li> <li>• Tables designed well             <ul style="list-style-type: none"> <li>• Not too wide or resizable/scrollable for small screens</li> <li>• Labelled well (with a heading or caption)</li> <li>• Header cells tagged and labelled clearly</li> <li>• Data cells concise</li> <li>• Gridlines to guide eye across information</li> </ul> </li> <li>• Links in text             <ul style="list-style-type: none"> <li>• Only important links included</li> <li>• Links do not make text look too cluttered</li> <li>• References or related links are grouped at bottom</li> </ul> </li> <li>• Images used appropriately             <ul style="list-style-type: none"> <li>• Positioned well</li> <li>• Appropriate size, legible</li> <li>• Captioned if required</li> </ul> </li> </ul>
<b>Readable</b>	<ul style="list-style-type: none"> <li>• Uses everyday words (relevant to the target audience)             <ul style="list-style-type: none"> <li>• No jargon, technical terms</li> <li>• No acronyms, initialisms, abbreviations (unless well known to target audience)</li> <li>• Short words used; long words avoided</li> </ul> </li> <li>• Short sentences (average 15-18 words)</li> <li>• Active voice preferred</li> <li>• Nominalised verbs avoided</li> <li>• Personal pronouns used</li> <li>• Concise             <ul style="list-style-type: none"> <li>• No unnecessary or trivial content)</li> <li>• Tight writing: no unnecessary words, no repetition</li> </ul> </li> </ul>
<b>Accessible</b>	<ul style="list-style-type: none"> <li>• Images are accessible             <ul style="list-style-type: none"> <li>• Blank, short or long text alternatives as required</li> <li>• Do not rely on colour for meaning</li> <li>• Colour contrast sufficient</li> <li>• Not used just to present text</li> <li>• Do not flash too quickly</li> <li>• Icons used consistently</li> </ul> </li> <li>• Link purpose and behaviour clearly labelled</li> <li>• Headings use correct heading level tag</li> <li>• Lists use appropriate list tags</li> <li>• Quotation tags used where needed</li> <li>• Tables properly tagged (check with developer/designer if needed)</li> <li>• No tags are used purely for visual effect</li> </ul>

**Reviewer's feedback**

