# 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

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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 |

## 2. Basic quality issues

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| **Spelling, grammar, punctuation** |  | * No spelling errors * No grammatical errors * No punctuation errors |
| **Readability statistics** |  | * Average sentence length 15-18 words * Passive voice less than 10% * 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 organisation's styles for spelling, punctuation and capitalisation * Uses organisation's preferred terms * Uses appropriate template |

## 4. Usability and accessibility

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| **Findable** |  | * Content is useful and original * Keywords match users’ language * Page titles are meaningful and concise   + Keywords first, context added, organisation name last   + Less than 70 characters * Meta description provides useful summary or description of content * File name (last part of URL) uses keywords * Headings (particularly h1) use keywords * Links use keywords (not ‘click here’, ‘read more’) |
| **Scannable** |  | * Looks uncluttered; main parts of content are visually distinct * Structured well   + Important information first   + Logical order, based on user’s tasks/needs * Headings, sub-headings are meaningful   + Headings show content structure   + Headings signpost each part of the content   + Informative words are close to the start of each heading * Paragraphs are short and focused on a single topic * Lists are used appropriately and designed well   + Lists and list items not too long   + Parallel phrasing used   + No repeated terms at start of each item   + Page not full of lists * Tables designed well   + Not too wide or resizable/scrollable for small screens   + Labelled well (with a heading or caption)   + Header cells tagged and labelled clearly   + Data cells concise   + Gridlines to guide eye across information * Links in text   + Only important links included   + Links do not make text look too cluttered   + References or related links are grouped at bottom * Images used appropriately   + Positioned well   + Appropriate size, legible   + Captioned if required |
| **Readable** |  | * Uses everyday words (relevant to the target audience)   + No jargon, technical terms   + No acronyms, initialisms, abbreviations (unless well known to target audience)   + Short words used; long words avoided * Short sentences (average 15-18 words) * Active voice preferred * Nominalised verbs avoided * Personal pronouns used * Concise   + No unnecessary or trivial content)   + Tight writing: no unnecessary words, no repetition |
| **Accessible** |  | * Images are accessible   + Blank, short or long text alternatives as required   + Do not rely on colour for meaning   + Colour contrast sufficient   + Not used just to present text   + Do not flash too quickly   + Icons used consistently * Link purpose and behaviour clearly labelled * Headings use correct heading level tag * Lists use appropriate list tags * Quotation tags used where needed * Tables properly tagged (check with developer/designer if needed) * No tags are used purely for visual effect |

## Reviewer’s feedback

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