

New Web Content Checklist

LEGAL		No content with sensitive information on web pages or uploaded in documents.
Writing		Page is written to be helpful for Site Visitors.
		Sentences are short and employ active verbs.
		Paragraph text is tagged as “normal.” All text is spell checked.
		No outside formatting is introduced.
		Pages are "chunked" with headings, short paragraphs and bulleted lists.
		Headings are in the correct outline order, starting with Heading 2.
		Bold text is not used as a header.
Mobile		The page can be read on mobile
		Large images don't break mobile.
		Tables are not used for formatting
		Consider the Data Table content type when presenting data.
Links		Link Text is meaningful.
		The link label matches its destination page title closely.
		If the link goes to a page within the site, it is relative, not absolute.
Media		Images have Alt text that is descriptive.
		The image is appropriate and is an appropriate size.
		Your agency has the rights to publish all images on the page.
		Video has closed-caption option available.
★		New site pages are placed in the menu by Site Admins, not saved at the root.

***Shaded checkboxes are accessibility requirements**

Avoid These Common Mistakes

- Repeating the page title in the Body field at the top of the page.
- Adding returns to make content appear a certain way. With a mobile friendly page, anything done to make a page appear a certain way on desktop will appear incorrectly on other devices.
- Using tables in the text editor to desktop publish the page. This breaks mobile, and will likely only provide the desired format in one type of screen.
- Creating an accordion or tab when there is only one item to place in it. Accordions and tabs provide economical displays for a lot of content.
- Forgetting to check whether links work.