

Content Quality Checklist for Web Authors

Writing for the web is an important skill to communicate with Iowans who need our information. Follow this checklist individually and as a team to maintain quality content.

- **Is your content on brand?**

- Does it follow an established and consistent style, voice, and tone?
- Does it align with your audience's needs?
- Does your content support your key mission, vision, values, and purpose?

- **Is your content useful?**

- Does your content answer the audience's questions? Is information presented in an organized way, with the most important information towards the top?
- Is your content easy to access and understand (e.g. grade 8 or less) using short simple words and sentences?
- Does your content follow web writing and accessibility guidelines that support scanning and reading, such as subheads, bulleted lists, etc.? Are all links descriptive?

- **Is your content findable?**

- Have you established a page title, H1, and appropriate meta description? Is the page title unique, short, and accurately reflects the content that appears on it?
- Do you have a page title and meta description filled out, within the appropriate character limits? (Page titles < 60 characters; meta descriptions < 170 characters)
- Do your images on the page have alt text for accessibility?
- Is your content a PDF? (If so, consider rewriting as an HTML page, as PDFs are not mobile-friendly, often not accessible, and generally not searchable)