

# Abbreviated Content Quality Checklist

(Replace **bolded terms** with appropriate descriptors for your agency, and consider providing specific examples that represent proper application of these rules.)

- ☐ Language used in your webpages should be **positive and optimistic, honest and welcoming, diverse and inclusive**.
- ☐ Narratives should be **conversational** and **person-centered**. Rather than ‘homeless people’, which is not person-centered, say ‘people experiencing homelessness’.
- ☐ References to your agency should spell out the department name the first time it appears on the page, and then should be reflected with its acronym subsequently within the page. Use **first- or third-person** language when speaking as or for the organization. References to end users should use terms such as **‘person’, ‘individual’, ‘people’, ‘citizens’ and ‘residents’**.
- ☐ Content should use [plain language](#) as much as possible, and avoid the use of industry jargon or acronyms. Write as if you are explaining the information to a family member who is unfamiliar with the subject matter.
- ☐ Every page should have clearly-defined actions that the user can take, and should be analyzed according to ‘what does a user need to do once they are done with this page?’. Ideally pages have a single primary action, though purely informational pages may have none.
- ☐ Page titles should be clear and concise, and should be identical or highly similar to any references to the page such as from a menu. Page titles should exclude extraneous words.
- ☐ Every page should have a 1-2 sentence introduction, describing and introducing the content on the page, which helps a user understand what they can find on this page, expedites orientation and understanding, and serves SEO/GEO.
- ☐ Page layouts should reflect a variety of content components selected according to the scope and length of page content, including elements that introduce visual interest, ideally following the page examples and designs provided.
- ☐ Pages that are ‘walls of text’ should be edited to break the text up into smaller chunks, and different components that manage long text should be considered (like accordions).
- ☐ Where appropriate, content is presented in Q&A format, like “How do I contact the organization?” as the subheader with a corresponding answer in the body.
- ☐ Photography and media used in the site should be **authentic, diverse, and representative of the people the agency serves. It should be sourced from within the state, reflect real scenes, towns, and roadways, and should be natural in style (not posed or highly stylized / edited)**.
- ☐ Pages should reflect proper hierarchy and syntax for accessibility and general usability. Heading styles should not be applied to non-heading text (such as for emphasis). **Bold and italics** are the preferred methods for emphasizing text, rather than **underlining, which is preserved for inline hyperlinks**.