Quality Assurance Content Checklist

Assigned	Writing style	
	Grade level	Check it in MS-Word or Hemingway app (hemingwayapp.com). Make reading level at or below grade 8.
	Active voice	Check it in the Hemingway app. Use active voice as much as possible and when appropriate.
	Friendly tone	Use "we" and "you" to refer to the City and visitors, respectively. Use contractions except in cases of negative verbs (e.g., use "do not" instead of "don't").
	Brevity	Use as few words as possible. Link to related info on other pages instead of repeating it.
	Content priority	Present the most important information for the site visitor first.
Assigned	**Page name, heading, and summary**	
	Page name (for breadcrumb)	Page name should be title case. Use plain language that is clear and short. Use "&" instead of "and." Don't use other punctuation (e.g., ":" or "()", etc.). Don't start pages with verbs (e.g. Use "Pet Adoption" instead of "Adopt a Pet").
	SEO Keywords	Make sure that the word Minneapolis is listed. Make sure that other relevant words are listed. Think about the words you would use to search for this page in Google.
	Page heading (H1)	Page heading should be sentence case (except for proper nouns). It should make page topic clear. It should be the same or related to the page name. (Sentence case e.g., Use "Pet adoption")
	Page summary	Use a brief summary that describes the page. Avoid starting with a verb. Important: Check that summary is also in the SEO description area.
Assigned	**Headings & scannability**	
	Heading sequence	By default, the page header is a H1. Your next header should be a H2. Check the rest of your headers follow the proper sequence. (H2, H3)

	Blank group heading	Remember to add a group heading in order to add the gray background around the content. It may be blank or it may contain heading text.
	Capitalization	Make all of the headings sentence case (except for proper nouns).
	Scannability	Keep paragraphs short (five or fewer sentences). There should be three or fewer paragraphs under each heading. Use bullets for lists of three or more items.
	Bullets / Lists	Add periods to complete sentences. Don't add periods to sentence fragments or single items. Use numbered list only when order matters (e.g., instructions and steps in a process).
Assigned	**Links, PDFs & other documents**	
	Link target	Make sure links go to the right destination. Check for broken links and fix. External sites should open in a new tab. Turn telephone numbers into links (Code e.g. Tel:+16126733000).
	Links that use >>	Internal link to another T4 page: Use to emphasize internal links with action items.
	External Links Identified	External link to a page outside of T4 to open in a new window. (And has blue icon next to it.)
	Link text	Text of each link should make clear where each link goes. Be specific. Avoid saying "click here" or "go to X page." Put links at the end or below paragraphs.
	PDFs and other documents	If you include a link to a PDF or other document on a page, make sure you add the Request accessible format content type to the page. Request accessible format should appear just above the Contact us heading.
Assigned	**Images and icons**	
	Alt text	Each image should include alt text. Avoid saying "image of" or "photo of" and just describe the image.
	Image size	Check file sizes. Images should be under 200K (or 0.2MB).
	Image diversity	Check that images reflect our diverse community (i.e., People of Color, peoples with disabilities, etc.) in a positive way.
	Image quality	Check the image quality. Avoid images that are too blurry, pixelated or stretched.
	Image permissions	Verify the image can legally be used on the public website. Copyright free or Tennessen secured, etc.
	Icons	Make sure the icon is relevant to the content.
Assigned	**Contact info**	

	Contact content type	All City contact information (phone numbers, addresses) must appear in the contact content type at the bottom of the page. You must mirror the contact block from the global contact area.
	Page settings	
	General tab	Do not make any changes to settings on the General tab. If you feel that any of the following information for the page is incorrect, or you want to change it, please submit a ticket with the Service Desk to request a change: • Name • "Show in navigation" selection • Output URI