Quality Assurance Content Checklist

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.

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	Include Minneapolis and Mpls. 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. 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.
Output URI	Do not change URI that in place. All lower case. Words separated by hyphens. Avoid conjunctions. Follow guidelines.

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. Only use blank group headings above the following content types: scannable paragraph, multicolumn content, structured table, feature image & video
Capitalization	Make all of the headings sentence case (except for proper nouns).
Scannability	Keep paragraphs short (5 sentences or less). There should be 3 or fewer paragraphs under each heading. Use bullets for lists of 3 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).

Links, PDFs & Gateway pages

Link target	Make sure links go to the right destination. Check for broken links and fix. Links should start with a verb. External sites should open in a new tab. Turn telephone numbers into links (Code e.g. Tel:+16126733000).
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.
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.)
Gateway pages (www)	WWW: Each document/PDF, GIS, Tableau, Smartsheet, and other embedded visualizations link must go to a Gateway page, instead of linking directly to it. Exception: Feature Image or Videos don't need to link to a gateway Gateways should not show in navigation Use correct gateway content type (NO BLANK GROUP HEADING) Use "Before you begin" "How to use the map" or appropriate heading

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.

Contact info

Contact content type	If the content has any contact information (phone numbers, addresses), make sure it links to the contact content type at the bottom of the page. You must mirror it from the global contact area.

Page settings

Show in navigation	Make sure the "Show in navigation" selection is correct for the type of page. (uncheck for events, news, gateway pages, programs/initiatives, projects, report an issue and other supporting content pages)