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| **Writing style** |
|  | **Grade level**  | Check it in Siteimprove, MS-Word or Hemingway app ([hemingwayapp.com](http://www.hemingwayapp.com/)). Is the reading level at or below grade 8? |
|  | **Active voice** | Check it in the Hemingway app. Does it meet the goal for the number of passive voice uses? |
|  | **Friendly tone** | Does it use "we" and "you" to refer to the City and visitors? Does it use contractions? |
|  | **Brevity** | Does it use as few words as possible? Does it link to related info on other pages instead of repeating? |
|  | **Content priority** | Does it present the most important information for the site visitor first? |
|  **H1 & page name (or “section name” in T4)** |
|  | **Page Name/Title(for breadcrumb)** | Is the page name title case? Does it use plain language and is clear and short? Does it use “&” instead of “and”? Is it free of other punctuation (“:” or “()”, etc.)?  |
|  | **H1/page heading** | Does the H1 make the page topic clear? Is it the same as or related to the page name? |
| **Page settings** |
|  | **Show in navigation** | Is the “Show in navigation” selection correct for the type of page? (***uncheck*** for events, news, articles, gateway pages, programs/initiatives, projects & report an issue pages) |
| **Headings & scannability** |
|  | **Heading sequence** | Is there only one H1? Do the headers follow the proper sequence? |
|  | **Capitalization** | Are all of the headings sentence case (except for proper nouns)? |
|  | **Scannability** | Are the paragraphs short (5 sentences or less)? Are there 3 or fewer paragraphs under each heading? Are bullets used for lists of 3 or more items? |
| **Links, PDFs & Gateway pages** |
|  | **Link target** | Is each link going to the right destination? Are all 404 links removed? Do links to external sites open in a new tab? |
|  | **Link text** | Does the text of each link make it clear where each link goes? Is it specific? Does it avoid saying “click here” or “go to X page”? |
|  | **Gateway pages** | Does each document/PDF, GIS, Tableau, Smartsheet, and other embedded visualizations link go to a Gateway page, instead of linking directly to it? |
| **Images** |
|  | **Alt text** | Does each image include alt text? Does it avoid saying “image of…” or “photo of…”? |
|  | **Image size** | Check file sizes. Is each image under 200K (or 0.2MB)? |
| **Contact info** |
|  | **Contact content type** | If the content has any contact information (phone numbers, addresses), is it in a Contact content type at the bottom of the page? Is it mirrored from the global contact area? |