Checklist for editing / writing webpages

Recommended good practice – not all points may apply to every page.

Content

1. <u>Who is the audience</u> and is the content **relevant/interesting** to them?

2. Does the page have **just one subject** – and what is it?

3. Does it have an **intro paragraph that is a summary** of page's key idea (answering the basic questions: who, what, where, why, how, when)?

4. Is the **key information in the most prominent position** i.e. as close to the top of the page as possible?

Structure / Presentation

5. Are plentiful (sub)**headings** used?

6. Is **bolding** used to highlight key ideas in each paragraph? (max. 2 items per paragraph)

7. Are **paragraphs short**? (2-3 lines ideal – even 1 sentence is a great web paragraph)

8. Does each **paragraph have just 1 main idea**? And **max. 3 links**?

9. 3 or more items in running text should be a **bulleted list**

10. If the page is long, does it have **internal navigation links at the top**?

Optimisation for search engines

All of the following must be: <u>short</u>, <u>meaningful</u>, and include <u>keywords</u> (*at the beginning*)

11. **Title** tag

12. **Description**

13. **Links**

14. **Headings** (H1 etc. format used?)

15. **ALT** tags

Style

16. Is the content presented in an **objective** style, or is it verbose / hype / repetitive?

17. Is the page written in **simple, accessible language** (no jargon or unclear administrative/legal style)?

18. Is the content **as short as necessary** to convey its message?