# **Content checklist for****:**

## User need identified

* Write a job story for your content.

When

I want to

so

## Most important information is first

* What is the first sentence in your content?
* Is it the first thing a user would want to know?

## Content is accessible

* Text alternatives for all images, graphs or infographics?
* Transcripts for all video and audio?
* Have you made arbitrary assumptions about a user’s living situation, transport, access to technology, language skills?

## Language is clear and understandable without jargon

* Use a tool like Hemingway (<http://www.hemingwayapp.com/>) to quickly check your content and help you make it clearer.
* Reading grade (from Hemingway):

## Content in PDF is provided in an alternative format

* Web page (HTML) version of any information-based content?
* Word version of any files to be saved or printed?

## Content has an accurate date and time

* Is it obvious when the content was updated?
* Do you have a plan to remove the content when it’s out of date?

## User journey checked

* Will the content be clear to someone coming directly from a search engine?
* Are all links **to** this page clear and working?
* Are all links **from** this page clear and working?