## Example check list

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| --- | --- |
| Title (or name) checks | Checked (Y/N) |
| Clearly identifies the content |  |
| Fits the character limit (65 for Whitehall) |  |
| Avoids use of acronyms (are understood where used) |  |
| Front loaded with keywords |  |
| No full stop |  |
| Not already in use |  |
| Logically sits with other content, such as collections |  |
| Starts with a verb for services and manuals |  |

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| --- | --- |
| Summary or description checks | Checked (Y/N) |
| The audience and purpose are clear (task) |  |
| Does not repeat the title |  |
| Use and understanding of acronyms is clear |  |
| Fits the character limit (160 for Whitehall publisher) |  |
| Front loaded with keywords |  |
| Full sentence with a full stop |  |

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| --- | --- |
| Body text checks | Checked (Y/N) |
| Does not repeating the title or summary |  |
| Purposeful and clear |  |
| In plain English with technical terms explained |  |
| Tenses are consistent |  |
| Uses short sentences and paragraphs (recommended less than 25 words per sentence and 8 lines per paragraph) |  |
| Subheadings (recommended every 3 to 5 paragraphs) |  |
| Content length is suitable |  |
| Headings are nested in an appropriate and accessible order |  |
| Bullet points do not mix negative and positive points |  |
| Bullet points and numbered steps used appropriately (as per style guide) |  |
| Follows style guidance on bullets |  |
| Correct type of content and appropriate channel |  |
| Bullet points have a lead in line and start with a lower-case letter |  |
| No full stops in abbreviations or acronyms |  |
| Describes the destination of any links (don’t use ‘click here’) |  |
| Uses ‘and’ rather than ‘&’ (unless in a name) |  |
| Does not use bold, italics, CAPS, semicolons, underlining or exclamation marks |  |
| Headings, bullet points and acronyms are formatted correctly |  |
| Use ‘to’ not - |  |
| Writes out email addresses in full in lower case. (For GOV.UK content, use < > markdown either side of the address. For services, use mailto links with full email addresses visible. This ensures that email addresses can be copied by users using webmail, and the mailto links work for mail clients.) |  |
| Does not use e.g., i.e. and etc - use 'for example', 'like', 'such as' and 'including' |  |
| There are no full stops in links |  |

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| Images and videos checks | Checked (Y/N) |
| Useful and of high quality |  |
| Information is also available in text format |  |
| DfE have the rights to publish |  |
| Credit given to source where applicable |  |
| Follows DfE guidelines on use and style (brand and style guide) |  |
| Closed captions are included for video and timed with speech |  |
| Everything shown visually is explained verbally and in text for video |  |
| Images have alt text (directing users to where it is described in the main body test) |  |