# Content Components Check

See the descriptions of each of these on the next page.

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| --- | --- | --- | --- |
| Content Component | Verified | Notes or question that need addressing | Is there anything to add to the style guide? |
| 1. Webpage structure using components |  |  |  |
| 2. SEO considerations |  |  |  |
| 3. H1, H2, H3 length |  |  |  |
| 4. Appropriate crosslinks added |  |  |  |
| 5. Numerical factual accuracy |  |  |  |
| 6. Accuracy of terms |  |  |  |
| 7. Voice |  |  |  |

## Explanations of the components in the chart:

1. Any new content must match the structure of VA.gov pages: Go chunk by chunk through the page. Use a page from the live site as a model for your approach.
   1. Intro: should be one short paragraph—2 or 3 sentences—no bullet points
   2. Accordions: Are there any places where there’s content that might only be relevant to a small subset of Veterans? If so, this might be a place for an accordion. Are accordions overused on this page? If so, consider how else the information could be presented.
   3. Pattern and phrasing for Q & A structure:
      * **Ask the question** in the H2 using first person: “I”/”my” (the Veteran asks the question).
      * **Answer the question** right away with the first sentence of text under the question. Use second person, “you,” in addressing the Veteran. Use “we”/”us”/”our when VA responds to the question.
   4. Related links at the bottom of the page use link text that tells the user where they will land when they click. Use keywords from the H1 on the page where the user will land.
2. SEO data should inform your writing. Keywords should be considered for incorporation in H1s, H2s, and intro paragraph. SEO data and editorial judgment must be balanced. This means no keyword stuffing, but try to work the keywords in without sacrificing editorial grace. In other words, don’t let your SEO efforts make the language clunky.
3. H1 = 52 characters, including spaces; H2 and H3 = 70 characters
4. Crosslinks connect the user to other related pages in this benefit section or to another benefit section. There will usually be an opportunity for crosslinking. Consider all the benefit areas.
5. Make sure dollar amounts, years, percentages, etc., are correct by checking against source materials.
6. Check against source material to make sure terms, whether proper nouns or not, are accurate. For instance, verify whether it should be “institution” or “institute” of higher learning, or “Veteran” vs “Veterans” Readiness and Employment.
7. The voice of our site is empathetic, friendly, conversational, and plain language. See the style guide for the full explanation of voice and plain language, with examples. In addition to simple word choice, use of contractions, and active voice, remember to check for and eliminate jargon, idioms, and complex or long sentences.