**EDM TOOL**

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| **Naming Convention Check** | | | | |
| **Scenarios** | **Impacted Files** | **Scope of Work** | **Comments** | **Feedback** |
| FA package follows similar naming convention for these files. | HTML, PDF, Text Version | The tool should have abilities to check **“fa”** folder to match the file name whether they are correct or not | For file name we use either ***client’s provided annotated name from the PDF*** or from ***DellShare*** | If we use file name from DellShare then we must use ***lower case*** file name |
| **Image Name & Extra Image Check** | | | | |
| **Scenarios** | **Impacted Folder** | **Scope of Work** | **Comments** | **Feedback** |
| Image Naming | All images under the **“images”** folder | Need to check if all the ***image names are correct or not*** |  |  |
| **Scenarios** | **Impacted Folder** | **Scope of Work** | **Comments** | **Feedback** |
| Image Size & Extra Image | All images under the **“images”** folder | Need to check if all the images are ***below 1MB*** and there is ***no extra (unused) image*** available in the folder | • Large image may show in different color (red)  • Extra image may show in another color |  |
| **Special Character/Code Check | Adobe & SFMC** | | | | |
| **Scenarios** | **Impact on HTML File** | **Adobe** | **SFMC** | **Comment/Feedback** |
| Need to check if these are implemented correctly | • View in Browser/View Online  • Copyright year in the Birdseed  • Tracking pixel | All 3 will impact on Adobe projects and Adobe has different code | Tracking pixel will not be applicable for SFMC, so rest 2 will be applicable. And SFMC has different code | Canada SB project does not need Tracking pixel |
| **Dynamic Banner Check** | | | | |
| **Scenarios** | **Impact on HTML File** | **Scope of Work** | **Comments** | **Feedback** |
| Show hidden Dynamic Banner | HTML file may show only one banner in general | Switching ON/OFF to show all 3 banners | <!—should have html comments tag--> |  |
| **HTML TAG – BR | BOLD | Paragraph | Under Line | DIV** | | | | |
| **Scenarios** | **Impact on HTML File** | **Scope of Work** | **Comments** | **Feedback** |
| Need to check if correct tag implemented in right way | For line break we use BR tag | • Tag ***<b>*** should be used instead of <strong> to make text bold  • Use ***<br/>*** instead of <p>, <div> to create line breaks  • ***<u>*** used to make text underlined |  |  |
| **Accessibility Features** | | | | |
| **Scenarios** | **Impact on HTML File** | **Scope of Work** | **Comments** | **Feedback** |
| Need to check if every table has ***role="presentation"*** | Must have ***role="presentation"*** in each table | Need to validate ***role="presentation"*** in each table |  |  |
| **Font** | | | | |
| **Scenarios** | **Impact on HTML File** | **Scope of Work** | **Comments** | **Feedback** |
| • font-family:Arial, Helvetica, sans-serif; • font-size:16px; line-height:20px; | Need to check if font implementation is used in a correct way: correct type face used | line height of font would be 4px more than the declared font size | Need to check it correctly |  |  |
| **Link** | | | | |
| **Scenarios** | **Impacted Files** | **Scope of Work** | **Comments** | **Feedback** |
| • Check Empty Links  • Check target="\_blank"  • Cross check with Job Ticket’s link | HTML & Job Ticket (JT) | • Marked if there is any ***empty link***  • Marked if ***target="\_blank"*** is missing  • Check if implemented link from JT is broken |  |  |
| **LINK – Adobe | SFMC** | | | | |
| **Scenarios** | **Impact on HTML File** | **Adobe** | **SFMC** | **Comment/Feedback** |
| Need to check ***“alias” for SFMC*** and ***“label” for Adobe*** project |  | “label” | “alias” | For **SFMC**: Use tracked link in conjunction with [alias="label from adobe version" conversion="true” |
| **Phone Number** | | | | |
| **Scenarios** | **Impact on HTML File** | **Scope of Work** | **Comments** | **Feedback** |
| Check correct phone number based on the project segment | Phone number should have ***tel:*** before the number under ***href tag*** |  | Example: ***href="tel:877-887-3355"*** |  |

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| **ALT Text** | | | | |
| **Scenarios** | **Impact on HTML File** | **Scope of Work** | **Comments** | **Feedback** |
| Need to show all ***ALT text*** |  |  |  |  |
| Validation | | | | |
| **Scenarios** | **Impact on HTML File** | **HTML Validation** | **CSS Validation** | **Feedback** |
| Need to check if both validations are correct |  | https://validator.w3.org/#validate\_by\_input | https://jigsaw.w3.org/css-validator/ |  |