SHORTHAND PRE-EXPORT CHECKLIST

Structure / flow

- Check continuity of style / flow of the narrrative / movement from one section to the next

Responsiveness

- Check Story Preview URL across different viewports/devices
  - Is any title text too big?
  - How do images get cropped? [Use our safe zone guides](#) to avoid losing detail at the edges.
  - Remember, if crops are not ideal on portrait viewports, you can add portrait image alternatives to Title and Text Over Media sections.
  - Is all third-party code added via Custom HTML responsive?

Engagement

- In-story nav
  - Have they used the in-story nav? Great way to engage reader on first view.
  - If have used nav, check it stays on one line down to tablet size? If not, consider impact of reduced height, particularly on mobile.
  - Also consider the wording used to encourage scroll down.

- Chapter heading sections
  - Have they used Chapter heading sections via Text Over Media? V. effective for engagement, particularly for stories of many parts.

- End of the story
  - What should the reader do next, and how can you encourage that?

- Pull-quotes / headers
  - Consider adding pull-quotes and headers where appropriate = great for engagement

- Video
  - Check video sizes ([refer to our guidelines](#) for recommendations = max 2mb per 5 seconds.)

Social media

- Has [Sharing Setup](#) been completed (correctly?)

Analytics

- Has [Analytics Setup](#) been completed? FYI many stories currently have analytics added post-export.