Content review checklist
for UAS web content

When reviewing or approving a piece of content for a UAS website, please follow this checklist. This will allow you to maintain the quality of your content and of your site.

### Should this content be on your site?
- Is there a clear user need?
- Is your website the best place to publish this? Will users expect this here?
- Is a webpage the best medium to publish this? Have alternatives been considered?
- Is this content public information? Internal content must not go on a website!
- Is it necessary and appropriate to put this content behind SSO (if applicable)

### User need
- Is there a user story in the ‘internal notes’ field?
- Does the content meet the user story?
- Have acceptance criteria been identified?
- Does the content meet all acceptance criteria?

### Maintenance
- Is it clear who maintains this content?
- Is it clear how often this content needs to be updated?

### Navigation and links
- Can users find this content via the main navigation structure?
- Is the left hand navigation used consistently?
- Is this part of a staff topic? If yes, does it link to it in the right hand column?
- Does the related content in the right hand column make sense?
- Are hyperlinks correct?

### Metadata
- Is the page title clear and descriptive?
- Does the page title have 65 characters or less (including spaces)?
- Does the subtitle contain important keywords?
- Does the page have a description (you can find that in the ‘Details’ tab)?
- Is the description shorter than 160 characters?
- Does the description mention important keywords that are not used in the title?
## Content design
- Has an approved UAS template been used?
- Is the most important information at the top of the page?
- Are headings and paragraphs frontloaded?
- Are paragraphs shorter than 6 sentences?
- Do paragraphs have subheadings?
- Are lists organised with bullets and do they have a lead-in line?
- Have tables, tabs or accordions been used to break up complex content?
- Do links describe their destination? Do not use ‘click here’.

## Images and documents
- Are images tagged with alternative text?
- Do images have captions and credits where appropriate?
- Do images add value to the page?
- Are documents accessible for screen reading software?
- Do documents have clear and descriptive names, using underscores?
- Have dates been deleted from the document names, if they are unnecessary?
- Is it clear who will update the documents, and when?

## Style guide
- Is the tone of voice appropriate and follows the UAS guidance?
- Is the language inclusive and follows the UAS guidance?
- Does the content follow the UAS web style guide?
- Are numbers written as numerals?
- Are email addresses written in full and hyperlinked?
- Is ‘to’ used in date ranges, rather than dashes or hyphens?
- Check that capitalisations are correct.
- Are acronyms and abbreviations explained at first use?
- Check that acronyms and abbreviations do not contain full stops.
- Check that no Latin abbreviations have been used.
- Are long sentences broken up into shorter ones? Check for any semicolons.

For further help with editing a UAS websites, please contact the UAS Website Manager on uas.communications@admin.ox.ac.uk.