# 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.