Content Strategy Checklist

You should always know who your audience is, in other words, who you're talking to, what they need to know and why they are coming to your site.

Once you have a solid grasp on the answers, use this checklist to make sure your audience finds the information they seek:

- ❑ **Clear Headline or Title**: Does the headline clearly state the purpose of the page?
- ❑ **Bold Calls to Action**: What do you want visitors to do with the content on the page? Is the call to action clear?
- ❑ **Short Sentences**: Do you get straight to the point?
- ❑ **Subheads and Bullets**: Did you include formatting to make content easily scannable?
- ❑ **Readable Style**: Can the average person understand the content you write, or would they describe it as "legalese"?
- ❑ **Plain Words**: Did you use simple, plain-language in your content? ("In order to" vs. "To")
- ❑ **Helpful Images**: Do your images add value to your content? Did you add alt-tags to make them meaningful to those with visual disabilities?
- ❑ **Obvious Next Steps**: Is the process clear to visitors?
- ❑ **Active Voice:** Do you use action verbs instead of "is" and "are"? ("ID is required" vs. "residents must show picture ID")
- ❑ **No Mistakes**: Did you proofread for clarity and accuracy?

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Most Practice vs BEST Practice
Avoid duplication of content, as this may lead to misinformation and inconsistency.

❑ **Course Description:** If your webpage includes course descriptions, please include a note such as:

Not all classes in all disciplines are offered every semester. See the Class Schedule or contact the Name of Division for offerings in the current semester.

NOTE For up-to-date course descriptions, please refer to the current GCC catalog.

❑ **Course Outlines:** First choice is to include a direct link to the Course Outlines website.

❑ **Certificates Information**: First choice is to include a direct link to the specific Certificates page.

❑ **Fees, Admissions & Records, Financial Aid:** Avoid duplicating content as it is updated frequently by the departments. Link directly to their site.

❑ **Campus Map**: glendale.edu/map has links to the interactive map and 360 tour of campus.