WEB EDITING CHECKLIST

Page title
☐ Is in SENTENCE case
☐ Contains no formatting – this is handled by the style sheets
☐ Uses ampersands (&) instead of the word ‘and’

Section headings
☐ Are used to break up page info into easily comprehensible chunks
☐ Are in SENTENCE case
☐ Are NOT bolded or italicized
☐ 1st level: Format to be H2
☐ 2nd level: Format to be H3
☐ 3rd level: Format to be H4

H1, H2, H3, & H4 are only used for headings.

☐ Do NOT end with a colon
☐ Use ampersands (&) instead of the word ‘and’

Page text
☐ Avoids ambiguity at all costs
☐ Offers a concise summary first, followed by details
☐ Will often explain W5 (who, what, where, why, when) before explaining how: this will depend on the context and intent of the page. Check with Nalini if unsure.
☐ Is written in short, clear sentences
☐ Is written in short, logically laid out paragraphs
☐ Is broken into bulleted points whenever appropriate: do not overbullet, though

____________________________________________________________________________________________________

☐ Is properly punctuated – see Section 1.2) PUNCTUATION for specifics
☐ Rarely contains exclamation marks
☐ Never contains typos. GET SOMEONE TO PROOF IT. Do not rely on spellcheckers

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☐ Avoids jargon, clichés, or weary words – see Section 3) WRITING FOR THE WEB for examples
☐ Avoids bracketed information – work it out with your sentence construction instead
☐ Does not have to say ‘thus’, ‘please’, or ‘thank you’
Bulleted points

- Start with a capital letter
- Does NOT end with a period, or any other punctuation
- Contains one point!
- Are not overused

Links

- Are embedded into single nouns or short noun phrases, wherever possible
- Are never embedded into whole sentences
- Are NEVER accompanied by the words ‘Click here’

Treatment of particular words

- People’s names and titles are appropriately capitalized
- Other capitalized words follow the rules in Section 2.1) CAPITALIZATION
- Abbreviations – Section 1.4) ABBREVIATIONS, ACRONYMS, & SYMBOLS
- Synonyms – refer to concepts in a consistent way

Emphasis

- Is created by good writing, clear language, short paragraphs, bullets, etc.
- Is rarely created by use of bolded, italicized, or capitalized text
- Is NEVER created by use of colour
- Is NEVER created by use of H2, H3, or H4

Check it over

- Re-read your work, then take out the extra words
- Proof-read when you are not tired; also can ask someone else
- For complicated information, run the page by someone with a different perspective/from a different department
- Ask the easy-to-approach iSchool Web Content Coordinator (nalini) to check it over!