

Content Review Checklist

1. Writing Quality

- **Tone & Voice:** Conversational, clear, and appropriate for the intended audience (professional yet approachable).
- **Sentence Structure:** Average 12–15 words per sentence; complex ideas broken into shorter sentences or bulleted lists.
- **Active Voice:** Used wherever possible; passive voice only when justified (e.g., process descriptions).
- **Clarity:** No jargon without explanation; technical terms defined on first mention.
- **Specificity:** Avoid vague statements; include concrete examples and actionable details.
- **Consistency:** Terminology, tense, and style remain consistent throughout the document.
- **Readability:** Meets readability standards (e.g., Flesch-Kincaid score appropriate for audience).

2. Organization & Structure

- **Logical Flow:** H1, H2, H3 hierarchy is clear and logical; sections follow a natural progression.
- **Headings:** Descriptive, concise, and parallel in structure (e.g., all start with verbs or nouns consistently).
- **Introductions:** Each section begins with relevance and learning outcomes.
- **Lists:** Parallel structure maintained (all verbs or all nouns).
- **Transitions:** Smooth connections between ideas; no abrupt topic shifts.
- **Navigation:** Table of contents and internal links (if digital) are accurate and functional.

3. Grammar & Mechanics

- **Spelling:** Checked via spell-checker and manual review.
- **Punctuation:** Correct use of commas, dashes, apostrophes, quotation marks, and colons.
- **Numbers:** 0–9 spelled out; 10+ as numerals (with exceptions noted, e.g., measurements).

- **Abbreviations:** Acronyms spelled out on first mention; consistent usage thereafter.
- **Oxford Comma:** Used consistently in lists.
- **Capitalization:** Proper nouns and headings follow style guide rules.

4. Inclusivity & Bias

- **Gender Neutrality:** No gendered pronouns unless contextually required; use “they” or restructure sentences.
- **Language Sensitivity:** Avoid ableist, sexist, ageist, or culturally insensitive language.
- **Representation:** Scenarios and examples include diverse names, roles, and backgrounds.
- **Assumptions:** Avoid assumptions about age, ability, experience, or cultural norms.
- **Accessibility:** Language is inclusive for neurodiverse and differently-abled learners.

5. Technical Accuracy

- **Fact-Checking:** All facts, statistics, and data verified against authoritative sources.
- **Procedures:** Workflows tested or SME-verified for accuracy.
- **Terminology:** Consistent use of technical terms across all sections.
- **References:** Citations complete, properly formatted, and linked (if digital).
- **Compliance:** Content adheres to legal, regulatory, and organizational standards.

6. Visual & Media Elements

- **Images & Graphics:** Relevant, high-quality, and properly captioned.
- **Tables & Charts:** Accurate, labeled, and easy to interpret.
- **Alt Text:** Provided for all images for accessibility compliance.
- **Branding:** Colors, fonts, and logos align with organizational guidelines.
- **File Formats:** Media optimized for web or print as required.

7. Learner Experience

- **Relevance:** Content aligns with learner’s role, context, and objectives.

- **Plain Language:** Complex ideas explained simply; jargon minimized.
- **Scenarios:** Realistic, decision-focused, and free of trick questions.
- **Examples:** Specific and relatable, not generic placeholders.
- **Engagement:** Includes interactive elements (if applicable) and clear calls to action.
- **Feedback Loops:** Opportunities for reflection or self-assessment included.

8. Digital Accessibility

- **WCAG Compliance:** Meets accessibility standards for digital content.
- **Contrast & Fonts:** Adequate color contrast; readable font sizes.
- **Hyperlinks:** Descriptive link text; no “click here.”
- **Screen Reader Compatibility:** Structure supports assistive technologies.

9. Final Quality Assurance

- **Version Control:** Document version, last updated date, and next review date included.
- **Proofreading:** Final review by editor or peer reviewer completed.
- **Testing:** Content tested in delivery environment (LMS, web, print).
- **Approval:** Sign-off from SMEs and stakeholders obtained.

Contact & Support

For questions or updates to these guidelines, contact **Techwritez Content Team**.