

CONTENT ENTRY CHECKLIST

As you're creating content in GW Drupal, use this checklist to ensure that you've followed web best practices and your content is consistent and accurate.

Content

- Proofread. Grammar, punctuation, capitalization and spelling are accurate.
- Sentences use only a single space after a period.
- Acronyms are spelled out on first mention. (i.e. Division of Student Affairs (DSA))
- "Heading 3" styling is applied to all subheadings and "Normal" styling is applied to all paragraph text.
- Content does not refer to locations on the page. (i.e. "See the list below." or "Look at the instructions on the right.")
- All content is real. No placeholder images or text exist.
- Images and graphics have descriptive alt text to meet accessibility guidelines. (i.e. Good: GW staff celebrating at the Proud to Be GW festival in Kogan Plaza, Bad: Kogan Plaza)
- The eraser and plain text features in the WYSIWYG have been used to remove formatting from text you've copied and pasted.



IN-PERSON SUPPORT

Come to our weekly [office hours](#) for in-person support with web writing.

Marketing & Creative Services
Division of External Relations
onlinestrategy.gwu.edu

Links

- Link text is descriptive and does not say "click here" or similar language.
- Full URLs (i.e. <http://www.gwu.edu>) are not listed on the page.
- Links to external sites and PDFs are set to open in a new window. PDFs are labeled with (PDF).
- Links to content and pages within your own site open in the same window.
- All links work and go to the correct destinations.

GW Style

The full Division of External Relations [Style Guide](#) provides GW with a unified and approved style for use in internal and external communications.

- Phone numbers are displayed consistently as 000-000-0000, not (000) 000-0000.
- "The George Washington University" uses a lowercase "the" when used in the middle of a sentence.
- Content references "GW" not "GWU." GWU is only used when referencing the Foggy Bottom-GWU Metro station.
- The serial comma is not used (i.e. Correct: "We work with students, faculty and staff." Incorrect: "We work with students, faculty, and staff.")

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