

WEB WRITING CHECKLIST

Use this checklist after you write a piece of content to ensure that you've followed best practices for web writing and formatting.

Your content is understandable.

- The purpose of the page is clear, focused and aligns with your audiences' needs.
- You've created context to orient your users on every page.
- The text speaks directly to audiences and avoids jargon, marketing fluff and industry buzz words.
- All acronyms are spelled out when they're introduced on the page. (i.e. Division of Student Affairs (DSA))

Your content is actionable.

- Contextual links are provided within text to help users complete a task or navigate to relevant content. The link text is descriptive and does not say "click here," "click on the links below" or similar language.
- Clear actions and next steps are prominent, such as instructions to schedule an appointment, a link to a request form or the date for an upcoming training.
- You've noted ideas for visuals and supporting content that can be highlighted in the sidebar.

Your content is readable.

- Paragraphs are short. (Large blocks of text are broken up.)
- The text is brief, direct and only includes essential details.
- The page is free of grammatical errors and typos.
- You've followed the [GW Style Guide](#). (i.e. GW instead of GWU, phone numbers do not include parentheses, etc.)
- Bullets are used to list related content and numbered lists are used to identify steps in a process when possible.
- Content does not refer to locations on the page. (i.e. "See the list below." or "Look at the instructions on the right.")
- Subheadings and titles are used to label different topics and draw attention to the main ideas on the page.



IN-PERSON SUPPORT

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