

Substantive Editing Checklist

Use this checklist when writing and editing to make sure your content delivers on the big picture:

- This web content has substantial value for its audience and purpose.
- This is an appropriate amount of focused content for one web page.
- This content is unique within the company.
- Adequate context is provided, appropriate to the audience, to ensure that users can fully understand and act on content.
- It is organized in a cohesive and logical structure and sequence.
- Headings are in place to support structure, sequence, and clarity.
- This content is structured according to content requirements for its content type and template.
- The most important information is presented first and most prominently.
- Information is presented in the most effective format. Consideration has been given to using images, charts, graphs, maps, tables, video, bullet lists, numbered lists, call-outs, captions, or other meaningful content and visual elements.
- If necessary, images or other visuals have been identified or requested.
- If necessary, copyright or other permissions have been obtained or requested.