Content Approval Checklist

Our Approach

- ❏ The main audience is clear.
- ❏ All of the information is necessary to support the main message.
- ❏ Sentences are no more than 15 to 20 words long.
- ❏ Paragraphs are no more than 2 to 3 sentences.

Word Choice

- ❏ The content is free of jargon, acronyms, and complex terms **or** all of the included jargon, acronyms, and complex terms are needed and clearly defined.

Formatting

- ❏ Text for links sets expectations well.
- ❏ Users will be able to understand the main message by scanning the headings.
- ❏ Lists are used effectively.

Our Style

- ❏ All content is in active voice.