



Web Style Checklist

- Headline** is descriptive, front loaded, and a reasonable length.
- Subheads** are descriptive, front loaded, and a reasonable length.
- Non-text elements** have text alternatives.
- Internal links** use plain English.
- Outbound links** go to reputable sites, and the hypertext is made up of keywords.
- All the **metadata** has been filled in.
- Paragraphs** are short and top loaded.
- Bolding** has been sprinkled in the text.
- Large chunks of **bolding or italics** have been eliminated.
- Easily scannable **auxiliary elements** have been used, such as:
 - Vertical lists
 - Block quotes
 - Pull quotes
 - Tables
 - Subheads
- Sentences** have been structure for web reading:
 - Sentences are front loaded.
 - Each sentence contains one main idea.
 - Active voice has been used more often than passive voice.
 - Strong verbs have been used more than weak verbs.
 - Needless words have been deleted.
- Custom items:**
 - _____
 - _____

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