Content Quality Review   
Checklist and Editlog

# Introduction

Evaluation of “quality” is subjective process based on many factors that vary in importance from one organization to another or from project to project. Nonetheless it is critical to review the level of quality in your content, and to keep track of challenges, revisions, etc.

The sections you’ll need to cover for a quality review will vary by the type of content, intended use, where it will be published, etc. For example, an eLearning course review will cover each module within a course, down to making sure the standards are followed in punctuation to checking for broken links/problems with interactions.

For each content item being produced, you want to provide guidelines to the reviewers that specify what you want them to focus on. To get the best feedback from your reviewers, provide context about why the review process is so important to delivering content quality. For example, “ensuring a consistent message and tone promotes our brand” or “clear and consistent construction of our words allows us to translate into multiple languages and reach potential customers who are interested in our products/services.”

# What to Ask Reviewers to Look For

Provide a list of expectations for your reviewers so they know which aspects related to quality are essential to the success of the content effort. Review items will vary by type of content, industry, purpose, and device. Some recommended areas to focus on are listed below. You can build these areas directly into the editlog itself for each area of content, or you can leave it more open for reviewers to fill in the areas of concern on their own.

## Clarity

* The order and style of the wording flow logically.
* The meaning conveyed by the wording and flow are unambiguous.
* The wording can be easily translated into all necessary languages.
* The quality of the audio narration is clear.
* The narrator’s pace and timing are easy to follow.
* The link names and navigation structure are logical.

## Accuracy

* The [written, spoken, image-based] content is factually correct [as of date].
* The content meets [audit, compliance, regulatory, safety] needs.
* The content quality promotes the appropriate brand image.

## Findability

Helpful Tip: Create a list of search terms to evaluate findability from an internet browser, along with your site itself.

* The information is easy to find in a web search.
* User-select search terms allow specific content to be found by keyword search within the content itself.

## Usability

* The content meets the needs of the audience based on the required [task, action].
* The content is complete but does not include extraneous information.
* The [hyperlinks, learning interactions, videos] open and function correctly.

## Relevance

* The content meets the need of the target audience to [put together an item, submit a form].
* The content contains all information the audience would expect to see, or provides related links to connect additional information.

## Consistency

* The design and style elements are applied consistently (including typography – fonts and colors, background colors, images, navigation).
* The information is introduced and described consistently throughout each section in the document.
* The writing style fits the same tone and style throughout, delivering a consistent message.

## Completeness

* All information stands alone as a complete [thought, procedure, action, idea].
* No extraneous information is included, but links to associated content are included.

## Organization

* The content follows the organizations standard style and flow for the content.
* [Visual, audio, or video] cues provide helpful and consistent signposts.
* The organization allows the audience to move through the content with ease and quickly.

## Currency

* The content is up-to-date related to design, navigation, and publishing standards.
* The content is ready to translate and deliver to additional media channels as planned.

The following pages provide an overall checklist sample with instructions and an editlog, both which you can customize to address your unique needs.

# Instructions for Reviewers

Please review the following [documentation set, course, module, webpage, brochure, article, newsletter] and provide your feedback. The specific areas related to quality for you to review are detailed in the checklist below. Please provide as much feedback as possible in the editlog on the following page, and be specific to the location and type of change you request. Note: You may not have specific comments or questions for every page or element.

# Content Quality Review Checklist

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Item Location | Area to Validate | Yes | No | Overall Comments/Suggestions for Improvement |
| Page 1, all content | Organization: The order and style of the text flow logically. |  |  |  |
| Page 1 | Clarity: The meaning conveyed by the wording and flow is clear and unambiguous. |  |  |  |
| Page 2, paragraph 2 | Clarity: The text can be easily translated into all necessary languages. |  |  | Several idioms and catch phrases need to be removed. We will edit. |
| Page 3, all | Usability: The content is complete and sequentially correct, and does not include extraneous information. |  |  |  |
|  |  |  |  |  |

# Editlog

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Item # | Title/Heading | Location within Page / Screen | Issue Type(s) | Item Description | Date Submitted | Submitted By | Comments/ Plans for Improvement |
| 1 | User Goals and Roles | Bullet 1 | Organization, Accuracy | Content is missing and the order of bullet points should be rearranged. In the system, we set up the user profiles before we assign them tasks. |  |  | Reorder the items |
| 2 | Set Up User Profiles | Paragraph 1 | Consistency | We started the document speaking directly to the user in a friendly tone: “Thank you for reviewing this documentation set. We hope it helps you set up your profile with ease.”  Then the tone switched on this page to focus just on our company goals: “An easy process for setting up profiles frees up our customer service team because we don’t have to answer as many help calls.” |  |  | Revise the tone to focus on the audience benefits and goals |