

Content Evaluation Questions

Whether reviewing current content or creating new content, these questions will help you evaluate your content.

- What is the purpose of the page?
 - Who is the page's primary intended audience?
 - What are the 1-2 things you want a user to do or learn after reading this page?
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- Is the information valuable to the intended audience?
 - Does the page enable you to do something useful?
 - Does the page offer information not found elsewhere?
 - Is the information accurate and up-to-date?
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- What topics are covered?
 - Is your content organized by related information or tasks and not by your departmental structure?
 - Will users think all of the content on the page is related to the task they want to perform or the information they need?
 - Does the page only provide information related to a specific topic or task (don't make them skim the whole book when they only want what's in one chapter)?
 - If the content on your page is longer than 3-4 scrolls, can you divide the information into sub-topics with their own pages?
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- Can you see what information is on the page at a glance?
 - Can you easily find links, keywords, and bullet points while skimming the page?
 - Do you use headers to break up text into easily identifiable sections?
 - Does the page title describe that page and include key words or phrases?
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- Is the text well-written (short, easy to understand, conversational – see "[Writing for the Web](#)")?
 - Is the text clear and as concise as possible (how would you say it on Twitter)?
 - Are you using your audience's language and not your own?
 - Are you avoiding marketing "fluff," jargon and undefined acronyms?
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- Has the content been through an editing process (at least 2-3 people should review all content)?
 - Is the text grammatically correct (see [UO Editorial Style Guide](#) and [The Chicago Manual of Style](#))?
 - Is the text free from spelling errors?
 - Are the links up-to-date and working?
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- What impression does the design give (chaotic, focused, cluttered, minimalist – see "[Visual Design](#)")?
- Does the design support the page's purpose and target audience?
- Are the images related to the content or provide additional information about the page?
- Is the look consistent from page to page?