A+ Content Checklist

These guidelines are intended to help ensure ALL content added to or updated on the site is

- **readable**

- **findable**

- **understandable**

- **compliant**

- **actionable** and (when appropriate) **shareable**.

This is meant to be a cheat sheet. For further details, please refer to the Digital Content Style Guide.

==Assumptions==*

Content goals: Clearly stated.
Business goals: Clearly stated (ex: 5% increase in sales YOY; 2% sales funnel conversion rate increase).
Audience: Clearly identified & mapped to activation personas & specific phase of customer journey map

> *Not all of our projects are currently kicked off this way, but this would very much help content align with A+ content goals.

==Copy review summary==

Branding: When appropriate, copy clearly conveys brand differentiators and on-brand messaging.

Call to action: Content has a clear call to action, either to make a purchase & complete the shopping experience, or to dive in more deeply on a specific topic. (The customer may not want to dive in more deeply, but we should always give that option.)

Copy: Edited for all checklist items in this document & revised appropriately

Readability: Ideally at 6-8th grade level in the [Flesch-Kincaid](link) scale in Microsoft Word.

Page layout: Copy is in priority order (inverted pyramid). Copy follows logically and is not a kitchen-sink content dump. Even if the update is a short sentence or two, its placement within the current content is carefully considered (obtain advice from the UX team when in doubt).

Visuals: Integrated with copy & content goals. Mobile optimized. (See the User Experience style guide).

Search engine optimization (SEO): Meta description tagging of page & alt tagging of visuals complete. SEO keywords or keyword phrases identified & included appropriately in copy (without keyword stuffing). Again, obtain advice from the UX team if you need help.

Legal review & compliance: Copy that needs to be legally reviewed has been (and evidence of this is provided). Copy that makes marketing claims has source cited & footnote copy provided, if needed.

Voice & tone: Copy is on-brand and communicates appropriate tone for the intended activation persona. For high-profile content, the copy voice and tone is optimized pre-launch by content testing.

Copy checklist:

READABLE:
□ Active voice—avoid passive voice.

□ Copy has parallel formatting whenever possible, especially within headers and bulleted lists.

□ Length is concise enough to keep readers' attention, though length is not cut at the expense of clarity).

□ Readability score= Aim for 6th to 8th grade (Fleisch-Kincaid tool in Microsoft Word).

□ No jargon; copy is aligned with the health literacy levels of the target persona.

□ Contractions used whenever possible, to improve readability.

□ No "robospeak" (use articles & smooth out copy to improve readability, especially in online ads & jumbotron content).

□ Asterisks and footnotes are avoided or at least kept to a minimum.

□ Avoid widows in fixed-width content areas. (In other words, try not to let just one word wrap to the next line.)

FINDABLE: Search engine optimization (SEO)

□ Web content formatting & element flow: H1 is tagged. H2s are tagged, but are kept to a minimum (no more than 3 per page).

□ Links are identified and are 1) helpful to the reader and 2) are short (less than 5 words whenever possible).

□ SEO keywords are included but used judiciously so as not to appear as keyword stuffing.

UNDERSTANDABLE: Web & UX content best practices

□ Content aligns with web credibility best practices.

□ Content follows healthcare marketing compliance guidelines.

□ For new content, URL names are logical & effective (premera.com/HSA, not premera.com/HSAplan).

□ Usability test result findings are incorporated.

□ Bulleted lists include 3 or more items.

□ Punctuation, capitalization & spelling align with digital style guide.

□ Calculations are accurate & the most recent available (ex: subsidy calculations).

COMPLIANT: Legal and compliance considerations

□ Trademarking is complete.

□ Compliance issues are addressed, especially for advertising, landing page, homepage, and any push marketing–related content.

□ Sources are cited. Authoritative sources from non-profits, universities, or government agencies are preferred over media sources. (See Stanford guidelines on web credibility.)

□ Legal review (if necessary) is documented.

ACTIONABLE: Marketing best practices

□ Copy has clear call to action and follow-up content for users to access.

□ Content consistency is verified across related pages.

□ Business priorities are met (aligned with the priorities stated in the kickoff or business documentation).

□ Content is easily shareable via social media.