

Approver content review checklist

Structure	
User	Is the content structured to meet your users' needs? Is there a clear and logical flow?
Messages	Is the key message clear and at the top of the content?
Redundant content	Has all redundant, incorrect and out of date information been deleted?
Missing content	Is there any information missing from the page?
Written Content	
Relevance	Does the content support the University's strategic directions and your department's goals and objectives? Is the content relevant and necessary to have on the website?
Tasks/Goals	Are the tasks or goals clearly shown? Can the user act on instructions? Is the 'call to action' concise, prominent and displayed towards the top of the page eg 'Apply Now', 'Register Now' Does the content answer what the user might be looking for?
Writing Style	Is the content written for the web? ie short sentences and short paragraphs, warm and personal tone Is it in keeping with UoN's Writing Style Guide? (<i>see below for common style points</i>)
Layout	Does the content include good use of descriptive headings, sub-headings and dot points?
Links	Do the links work? Can the purpose of the link be determined from the link text alone?
Spelling and grammar	Is the content correct?
Other Content	
Accessibility	Have you completed the accessibility checker? It should show no errors
Documents	Are the documents up to date and correct? Are they in pdf format?
Images/Multimedia	Do images and multimedia enhance the content (not merely decorative)? Is there a photo, map, graph or video that could illustrate the content?
Metadata	In the metadata screen, is the information under dcterms.title and dcterms.subject spelt correctly, accurate and consistent with your Search Engine Optimisation strategy? This information shows up on a Google search – it may be the first information a user sees so it needs to be accurate!

Summary of some parts of the UoN Writing Style Guide

Style	Use	Rather than
Personal	You We or our	Students, them, their The University of Newcastle, The University
Present tense	Our client services team now has two new leaders.	Two new Team Leaders were recently appointed in the Client Services Team.
Australian English	Organisation Centre Focussed	Organization Center Focused
Simple & informal	If Can Must We're	In the event that Is able to Is required to We are
Bullet points	<p>For full sentences, punctuate as for normal sentences (that is, begin with a capital letter and finish with a full stop).</p> <p><i>For example</i> Here are a few things you need to know:</p> <ul style="list-style-type: none"> • You may be eligible for a Student Exchange Scholarship to help reduce the cost of airfares, accommodation and other living expenses. • You won't have to pay extra fees for whatever course you choose to study. You simply pay HECS charges as normal and if you are eligible for Austudy then it will continue to be paid while you are overseas. <p>For dot points that aren't full sentences, do not use punctuation at the end.</p> <p><i>For example</i> You can choose from three majors:</p> <ul style="list-style-type: none"> • business information systems • digital entertainment • information technology applications 	

Naming Conventions		
Schools and Faculties	Faculty of Business and Law The Faculty offers world-class facilities	Faculty of business and law The faculty offers world-class facilities
Alumni	Use lower case for University alumni, unless it is a proper noun (for example, The	

	Newcastle Alumni Chapter). The University uses 'alumni' for both singular and plural.	
Research Centres	The Centre for Brain and Mental Health Research (CBMHR) aims to better understand the cause, pathogenesis, treatment and prevention of brain/mental disorders. The CBMHR brings together key people from across the University and hospital sectors in basic and clinical neuroscience.	
Departments, Institutions	The University of Newcastle Legal Centre Hunter New England Health	
Campuses	Newcastle campus (at Callaghan) or Newcastle campus (Callaghan) Newcastle City precinct Port Macquarie campus Central Coast campus (at Ourimbah) or Central Coast campus (Ourimbah) The University of Newcastle in Sydney The University of Newcastle in Singapore	
Academic Degrees and Diplomas	Graduate Diploma of Arts (Applied Linguistics) or GradDipArts(AppLing) Bachelor of Arts (Social Science)	Graduate Diploma of Arts (AppLing)
Nitty Gritty		
Contact details	T: +61 2 4985 4387 To contact John, call +61 2 4985 4387	T +61 2 4985 4387 Contact John (T) +61 2 4985 4387
Date	Thursday 29 November 2012	29 th November
Time	9 to 11am	9 a.m. – 11 a.m.
Numbers	One, two, three – spell out nine and under 6,000 Nine per cent – in body copy 9% - in tables	1, 2, 3 6000
Title and Position	University of Newcastle Vice-Chancellor, Professor Caroline McMillen	