



CONTENT STRATEGY CHECKLIST

For Local Government Websites

Are you communicating effectively on your website? Does your website content engage your community? Before you press “Save & Publish”, here are some tips to ensure your copy is clear, concise and understandable.

You should always know who you’re talking to, what they need to know and why they are coming to your site. Once you have a solid grasp on the answers, use this checklist to make sure your audience finds the information they seek:

Clear Headline or Title

Does the headline clearly state the purpose of the page?

Bold Calls to Action

What do you want visitors to do with the content on the page? Is the call to action clear?

Short Sentences

Do you get straight to the point?

Subheads and Bullets

Did you include formatting to make content easily scannable?

Readable Style

Can the average person understand the content you write, or would they describe it as “legalese”?

Plain Words

Did you use simple, plain-language in your content? (“In order to” vs. “To”)

Helpful Images

Do your images add value? Did you add alt-tags to make them meaningful to those with visual disabilities?

Obvious Next Steps

Is the process clear to visitors?

Active Voice

Do you use action verbs instead of “is” and “are”? (“ID is required” vs. “residents must show picture ID”)

No Mistakes

Did you proofread for clarity and accuracy?