



# Web Content Checklist

*Your printable companion to excellent web content*

- Include the most important information at the top

Most users read information online in an "F" shape, so begin with the main point at the very top of the page. Don't include background, history, or a welcome message. Consider a quick summary.

- Use active voice

For example, avoid: "Copiers can be found on the first floor. Instead, try: "Find copiers on the first floor."

- Eliminate blocks of text

Adapt long paragraphs into bulleted lists, remove empty words, and create short (even 1 sentence) paragraphs.

- Break up text with H2 and H3 headings

- Provide headings that are meaningful without supporting text

Users can scan to get an overview, including those using screen readers.

- Write headings in `Sentence case`, not `Title Case`

Title case should only be used for the webpage title.

- Present information in bulleted lists whenever possible

- Write meaningful, descriptive link text

Don't use "Click here" or "More information."

- Use 1+ visual element from the Visual Style Guide ([library.duke.edu/about/styleguide](http://library.duke.edu/about/styleguide))

- Include illustrations/images for clarity and/or friendliness

- Use alt text for illustrations/images that convey substantive information

- Adhere to the Shared Terminology Guide ([library.duke.edu/about/shared-terms](http://library.duke.edu/about/shared-terms))

- Re-visit your content

Good writing is re-writing. Read your content out loud, come back to it after a day or two, or ask a colleague to read for clarity, consistency, and user-friendliness.

Find all Duke University Libraries Web Content Guidelines at  
**[library.duke.edu/about/content-guidelines](http://library.duke.edu/about/content-guidelines)**