Quick check sheet

Planning summary: 10 useful planning steps

1. **Audience: Who** - you need to know who your audience is?
   
   *Who am I writing for?*

2. **Audience: Purpose** - understand the purpose of the content, and the communication and information needs of your target audience.
   
   *What is the key message(s)?*

3. **Audience: Performance** - you need to determine what the content is to deliver.
   
   *What will it help the reader do or know as a result of reading?*
   *What does the reader already know?*

4. **Research: Topic** – you need to research and understand the topic to be able to write clear content.

5. **Structure: Order and location** - Decide what parts of the information are most important and what should come first? Bear in mind the likely length of pages in working this out.
   
   *Tips* - Favour locating information by topic/subject rather than by business/organisational unit or user type. Readers tend to think of a topic or subject like “Accommodation” not a unit like “Student Services” or user type like “Prospective” or “Future Student”. Also avoid duplication and similar content – at best this is frustrating and confusing and can be wrong.

6. **Structure: Page names** - Write a short summary of each page and then shorten the summary into an informative page name.

7. **Structure: Headings** - When you have pages then decide on the major headings and sections for each page.

8. **Structure: Outline** - Write down the minor points under each section. Then write each minor point as a paragraph/list/dot point.

9. **Structure: Links** - Note relevant links against minor points.

10. **Maintenance** – plan to update and not just create content. You need to allow for a regular review by creating content that can be easily maintained. As a start add any points relating to potential content management implications under each section.
20 check points for proofreading your content:

1. Is your content split into small logical chunks?
2. Is your content made up of self-explanatory web pages?
3. Does your content achieve your writing goals?
4. Does your content hit the target audience you are aiming for?
5. Have you used a concise writing style?
6. Have you used a personal and direct writing style?
7. Is your content easy to scan?
8. Have you avoided marketing puff, marketese and jargon terms?
9. Have you avoided local terminology which might not be familiar to interstate and international users?
10. Are your links using meaningful descriptive text?
11. Do the links for download files provided contextual content indicating file type and size?
12. Are keywords highlighted in bold?
13. Have you written meaningful headings?
14. Where required have you used page summaries at the top of your content pages?
15. Have you cut printed text by approximately 50 per cent?
16. Have you applied the ACU preferred and correct word usages (detailed in this document above) and Australian Oxford Dictionary spelling of words?
17. Have you written out acronyms and abbreviations in the first instance?
18. Do your web contents bulleted and numbered lists use correct punctuation?
19. Are numbers written in the right style?
20. Have you used inclusive language?