

Website Copy Editing Checklist (2017)

Title of Page or Post

- Does the title accurately reflect the content?
- Is the wording of the title easy to understand?
- Is the wording of the title likely to entice readers?
- Is the title under 60 characters?

Headings

- Do headings reflect or summarize the content that follows?
- Do headings each have the correct HTML tag (H1, H2, H3, etc.)?
- Are headings in the correct case (title case or sentence case)?
- Does the keyword appear in at least one heading?

Body Copy

- Does the first paragraph clearly state what the reader will find?
- Does the first paragraph contain the keyword?
- Are the keyword and its natural variants used throughout the text?
- Is there enough body copy to inform, help, entertain, or persuade the reader?
- Is there enough body copy to attract search traffic?
- Is the body text at the right readability level for the audience?
- Does the body text contain hyperlinks?
- Do external hyperlinks open in a new tab?
- Do internal hyperlinks open in the same tab?
- Are italics and boldface used correctly and consistently?
- Is each paragraph short enough?
- Is each sentence short enough?
- Is each heading followed by fewer than 300 words?
- Does the body copy use mostly the active voice?
- Are there enough transition words in the text?
- Are abbreviations and acronyms explained at first instance?
- Have extra hard returns been deleted?
- Have double spaces been deleted?
- Has the style guide (client's or in-house) been followed?
- Are the spelling and grammar in the body copy correct?

Images

- Is each image under 100 KB?
- Is the resolution of each image set to 72 dpi?
- Does each image have an alt tag?
- Is each image aligned properly?
- Is each image caption styled correctly?
- Is there a featured image?

Other Page Elements

- Do dividers appear in logical places?
- Is there enough white space on the page?
- Do any numbered and bulleted lists appear?
- Do pull quotes appear in logical places?
- Are toggles or panes used for FAQ sections?
- Does the keyword appear in the meta description?
- Is the wording of the meta description clear and concise?
- Does your post contain tags?