# CMS Lite content checklist

Always review your CMS Lite pages before publishing to meet the mandatory web standards. These standards help real people (on smartphones or dial-up Internet, learning English, blind, etc.) to access government information. Use this checklist to review your web page. For more detail, refer to the CMS Lite Manual and related content guides.

## Content structure and clarity

- ☐ Page title is clear, descriptive, and specific. Is it obvious who and what the page is for?
- ☐ Headings are clear and descriptive. They should clearly identify sections of your content.
- ☐ Heading levels are not skipped. Use defined heading styles, not bold text.
- ☐ Sentence case is used for titles and headings. Applies to pages, tables, supplemental boxes, accordions, and headings (H2, H3, H4)
- ☐ Content order keeps the most important information at the top. Place details below.
- ☐ Lists are used instead of long sentences, whenever possible, and do not use ending punctuation
- ☐ Numbered lists are only used when the list items are in order. For example, step-by-step instructions
- ☐ Accordions must not hide important information. Do not overuse accordions
- ☐ Links describe their destination. Do not use "click here" links
- ☐ Asset links include file type and size in the link. For example: Asset link (PDF, 1.4MB)
- ☐ Graphics are used sparingly and avoids using text in graphics
- ☐ Alt text is added to images, except for decorative images
- ☐ Tables are not used for layout. Use grid layouts instead. Test on a mobile device
- ☐ Ranges of dates and times use 'to'. Do not use dashes or hyphens. For example: September 5 to October 6

## Style and formatting

- ☐ Bold text is used sparingly. No italics are used.
- ☐ Callout boxes guidelines are followed when highlighting text with callout boxes
- ☐ Alert banners are only used once on page. Alert text is brief. Review often to keep them relevant
- ☐ Capitalization rules are followed. ALL CAPS is never used.
- ☐ Only one space is used at the end of a sentence. Use Replace tool to remove double spaces
- ☐ Default spacing is used. Delete empty paragraph blocks by using the show block elements tool.
- ☐ Canadian spelling is used. Examples: centre, labour, adviser, fulfil, offence
- ☐ Use apostrophes correctly. Example: It's your government. You're one of its valued citizens
- ☐ Ampersands (&) are only used in formal names or citing sources. Examples: M&M's, (Jones & Jones, 2006)
- ☐ Supplemental boxes contain secondary information only
- ☐ Phone numbers are hyperlinked and correctly formatted (555-555-1234 or 1-555-555-1234 ext. 321)
- ☐ Use B.C., not BC for geographic regions. BC can be used in brand or company names (Service BC)

## Review and SEO

- ☐ Content has been reviewed by someone else or read aloud
- ☐ Plain language checklist guidelines have been met
- ☐ Metadata descriptions are unique and describe page content in sentence format
- ☐ Synonyms are used for searchability. Examples: B.C., BC, British Columbia
- ☐ Keywords and phrases appear in page content. Be specific and accurate
- ☐ Share preview tags are used. It makes your page easier to share on social media
- ☐ Assets are published and you've checked for broken links
- ☐ Make an inventory and audit plan