

# Quality Control Review Rating Form

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## Quality Control Review Checklist

Rater's Name: \_\_\_\_\_ Date of Rating: \_\_\_\_\_

Page (URL) reviewed: \_\_\_\_\_

Page owner (organization or division): \_\_\_\_\_

### Instructions

Rate each standard on a scale of 1-5, 5 being the best.

1. Target audience is clear and unambiguous – does not attempt to address both citizens and partners (i.e., it is obvious who the page is intended for, citizens would not be confused by information intended for/appropriate to grantees or partners)

**Comments/suggestions:**

2. Purpose of the page is clear and unambiguous (i.e., it is obvious what the page is intended to do)

**Comments/suggestions:**

3. Writing (segues/narrative) is clear and unambiguous (e.g., words and terminology are appropriate to the target audience, content is conversational, no inappropriate jargon or acronyms)

**Comments/suggestions:**

4. Content is formatted and organized efficiently using the inverted pyramid approach (e.g., meets the KISS test, text is broken into short segments, uses headers and sub-headers to get people to what they want, layers information)

**Comments/suggestions:**

5. Content is consistent (e.g., content doesn't contradict other information on the page or site, avoids duplication and redundancy except where it's needed to address different audiences, words/phrases mean the same thing throughout the page/website – consistent taxonomy)

**Comments/suggestions:**

6. Spelling and punctuation are accurate. (One misspelling must be rated no higher than 4; two misspellings must be rated no higher than 3; three misspellings must be rated no higher than 2)

**Comments/suggestions:**

7. Anticipates obvious questions (i.e., content shows that the writer(s) understand what the audience wants and needs)

**Comments/suggestions:**

8. Links and graphics add value (if no links and graphics are included on the page, rate this "5")

**Comments/suggestions:**

9. Page meets ACF's publication standards (which includes use of designated visual/content style guide)

**Comments/suggestions:**

10. Page is 508 compliant and usable to users with disabilities (i.e., descriptive link text; attachments are readable with screen readers; images have alt text; videos/audio has closed captions/transcript)

**Comments/suggestions:**