

Quality Control Review Rating Form

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: