Web Writing Checklist

With each page on your website, we need to cover each of these items:

1. **Page topic.** What is this page going to be about?

2. **Page purpose.** Why does this page exist, and what information will you find here?

3. **Visitor needs and goals.** Who are you writing for, and what do they need from this page? What do you want them to accomplish?

4. **Keywords.** What are the words your visitors will be looking for specifically?

5. **Next steps.** What links should we provide so they can continue down the path we want?

6. **Headings.** Can we break up the content by using short and clear headings?

7. **Tone.** Does this sound like a conversation you would have with a member of your primary audience?

8. **Images.** What images do you have that would supplement the text on this page?