 Writing/Proofing Checklist for henryford.com

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| **ORGANIZATION/READABILITY/SEO** | Met  | Not Met |
| Is the main topic of the page clear?* Does the header (H1) contain the primary keyword?
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| Is the content on the page original, i.e. not a duplication of content that appears on another page on our site? |  |  |
| Is the topic broken into easy-to-understand, scannable blocks of text?* Are sub-topics clearly separated and labeled with subheads (H2s, H3s, etc.)?
* Are bulleted lists used when they‘re appropriate?
	+ Lists use parallel construction, i.e. each item should begin with words that are the same part of speech.
	+ Organized alphabetically, unless another order is needed to emphasize more important items.
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| Are call-outs or page features like accordions or tabs used to help organize complex information? |  |  |
| Is a meta description included that briefly summarizes the main point of the content and uses relevant keywords? |  |  |
| Are links in the text meaningful to the topic, and is it easy for the reader to predict what action will happen when they follow a link?* Place in-line link text in relevant words or phrases. Avoid “click here” or “read more” in copy.
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| Do the calls-to-action (CTAs) clearly reflect the next logical step(s) in the patient journey?* Are the # of CTAs per page limited to avoid confusion?
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| Is the page organized using the inverted pyramid? * Is the most important/broad info presented first, followed in descending order by the least important/more narrow info?
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| **ACCURACY/COMPLIANCE** | Met  | Not Met |
| Has any medical or clinical information in the text been reviewed and approved by a qualified subject matter expert or appropriate source? |  |  |
| Is any of the information outdated or irrelevant? |  |  |
| Does any of the information potentially violate HIPAA, and have the relevant release documents been signed and filed appropriately? |  |  |
| If we are linking to external sources, are those links necessary, relevant and credible? Are appropriate disclaimers posted on the page? |  |  |
| Can we substantiate any claims made in the content? |  |  |

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| **DIVERSITY** | Met  | Not Met |
| Is the content inclusive of a diverse audience, including race, age, sexual orientation, gender identity, economic status, religion, disability, etc.? Consider questions like:* Who does this content leave out?
* Have we made assumptions that may not be true for all readers?
* Does the content reflect respect for different perspectives and experiences?
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| **WRITING STYLE/TONE/LANGUAGE USE** | Met  | Not Met |
| Does the content follow a unified, systemwide voice?* Is the content written to encompass the services of the entire health system, and not a particular location or market (unless appropriate)?
* Do calls-to-action (phone numbers, forms) cover all system markets, or do additional phone numbers need to be added or form processes put in place?
* Do location or physician lists include all relevant locations and non-HFMG physicians?
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| Does the content keep the needs of the consumer/patient at the forefront?* Consider the persona and their journey to get to this content? Likely next steps? Answer questions they’re likely to have?
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| Is the content written in an informative but conversational tone?* Written in first person (use of “we” or “us”) in reference to Henry Ford Health System, and in second person (use of “you” and “your”) to directly address and personalize the content for the reader?
* Make use of a positive yet empathetic tone?
* Refer to patients as whole people, not simply as a patient defined by their condition, i.e. not using words/phrases like “cancer patient” or “diabetics” but “a person living with cancer,” “people managing their diabetes” or similar adaptations.
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| Does the content follow plain language guidelines?* Is there a simpler form of a word(s) used? For example:
	+ Use “use” NOT “utilize”
	+ Use “cancer experts” not “oncologists”
* When necessary to use medical terms or jargon, are these clearly explained in plain language at first reference?
* Are sentences concise and easy to read?
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| Does the content use active voice, and avoids passive voice? For example: * Use “An experienced surgeon performs your procedure.” NOT “Your procedure is performed by an experienced surgeon.”
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| Is the text written at an 8th grade reading level or below?  |  |  |
| Do we avoid use of acronyms, or explain clearly on first reference? For example:* Use “Henry Ford Health System” or “Henry Ford” and proper names of locations or departments NOT “HFHS,” “HFH,” “HFCI,” etc.
* Use “left-ventricular assist device (LVAD)” on first reference and “LVAD” in subsequent mentions

*Remember: Not only is this important for readability but use of ALL CAPS does not follow accessibility best practices and should be used sparingly.* |  |  |

For more detailed web writing resources, please visit [henryford.com/style-guide/content](https://www.henryford.com/style-guide/content)