

Content Strategy Checklist for Local Government Websites

Are you communicating effectively on your website? Does your website content engage your community? Before you press “Save & Publish”, here are some tips to ensure your copy is clear, concise and understandable.



You should always know **who** you're talking to, **what** they need to know and **why** they are coming to your site.

Once you have a solid grasp on the answers, use this checklist to make sure your audience finds the information they seek:

- Clear Headline or Title:** Does the headline clearly state the purpose of the page?
- Bold Calls to Action:** What do you want visitors to do with the content on the page? Is the call to action clear?
- Short Sentences:** Do you get straight to the point?
- Subheads and Bullets:** Did you include formatting to make content easily scannable?
- Readable Style:** Can the average person understand the content you write, or would they describe it as “legalese”?
- Plain Words:** Did you use simple, plain-language in your content? (“In order to” vs. “To”)
- Helpful Images:** Do your images add value to your content? Did you add alt-tags to make them meaningful to those with visual disabilities?
- Obvious Next Steps:** Is the process clear to visitors?
- Active Voice:** Do you use action verbs instead of “is” and “are”? (“ID is required” vs. “residents must show picture ID”)
- No Mistakes:** Did you proofread for clarity and accuracy?