Digital Services Policy Framework

Digital Services Content Readiness Checklist

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# Document Control

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| November 2023 | Office of Digital Government | 1.2 | Updated document with Digital Services Content and Metadata Working Group feedback |



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Digital services content readiness checklist

Use this checklist to help ensure your digital services content meets the WA Government Digital Services Content Standard.

Content must be designed to meet a valid user need

|  |  |  |
| --- | --- | --- |
| Yes | Not  | Criteria |
| [ ]  | [ ]  | Based on research into behaviour, analytics and feedback, good content focuses on what the user wants and needs to know, versus what we think we should be telling them.  |
| [ ]  | [ ]  | Content has been tested with a sample of end users to ensure it meets user needs. |
| [ ]  | [ ]  | Ensure user feedback is captured, reviewed and actioned. |

All Websites must use an analytics tool to measure website performance

|  |  |  |
| --- | --- | --- |
| Yes | Not  | Criteria |
| [ ]  | [ ]  | An analytics tool is used to regularly track and monitor interactions with content and assess ongoing user needs. |

Digital services must be designed for everyone

|  |  |  |
| --- | --- | --- |
| Yes | Not  | Criteria |
| [ ]  | [ ]  | Content has been drafted using plain language, appropriate tone and voice. Please refer to the [Clear language and writing style](https://www.stylemanual.gov.au/writing-and-designing-content/clear-language-and-writing-style) available from the Australian Government Style Manual. |
| [ ]  | [ ]  | Plain language is at the correct grade level and has been tested. |
| [ ]  | [ ]  | Content is regularly reviewed to ensure it is accurate. |
| [ ]  | [ ]  | Content has been provided in format that is accessible. |
| [ ]  | [ ]  | Content meets the accessibility requirements as specified in the Accessibility and Inclusivity [Standard](https://www.wa.gov.au/system/files/2019-10/Accessibility%20and%20Inclusivity%20Standard_0.pdf) and [Guidelines](https://www.wa.gov.au/system/files/2019-10/Accessibility%20and%20Inclusivity%20Guidelines_0.pdf). |

Content must be regularly reviewed

|  |  |  |
| --- | --- | --- |
| Yes | Not  | Criteria |
| [ ]  | [ ]  | Content has a clear owner who is responsible for reviewing and maintaining the currency of the information. |
| [ ]  | [ ]  | There are agreed minimum content review timelines in place to ensure currency and accuracy of information, or where applicable archiving / removal of old or duplicate information. |

Content must be structured to make it easy for people to find what they need

|  |  |  |
| --- | --- | --- |
| Yes | Not  | Criteria |
| [ ]  | [ ]  | Content is structured, either providing a logic sequence to complete a service or clearly structured information. |
| [ ]  | [ ]  | Content is owned by the content author or links directly to the agency who is responsible for the service / process / information (not a duplication of content owned by another agency). |
| [ ]  | [ ]  | Where applicable, the WA Government visual design and functional standards have been applied. |
| [ ]  | [ ]  | Content has been designed for mobile and uses responsive design methods. |
| [ ]  | [ ]  | Structural elements such as semantic heading structure, bulleted lists, hyperlinks have been used to make it easier for the user to understand content. |

Content must follow a consistent 'one government' writing style

Taking a consistent approach to producing content reducesconfusion for both the author and person reading the information

|  |  |  |
| --- | --- | --- |
| Yes | Not  | Criteria |
| [ ]  | [ ]  | Content aligns to the [Digital Services Content Writing Guide](http://www.wa.gov.au/government/publications/digital-services-content-writing-guide) |

Content must be designed for easy discovery

|  |  |  |
| --- | --- | --- |
| Yes | Not  | Criteria |
| [ ]  | [ ]  | Content has been reviewed to ensure it includes key words, correct links, and spell checked. |
| [ ]  | [ ]  | URLs include keywords for the page (excludes agencies on boarded to WA.gov.au). Example: <https://www.wa.gov.au/government/publications/digital-services-content-readiness-checklist>  |
| [ ]  | [ ]  | Meta, title and header tags have been included. |
| [ ]  | [ ]  | Descriptive captions have been used for all image properties. |
| [ ]  | [ ]  | Internal links use descriptive keywords. |
| [ ]  | [ ]  | Search engine listings have been checked for accuracy and completeness on major search engines. |