Government of **Western Australia**
Department of **the Premier and Cabinet**
**Office of Digital Government**

# Digital Services Policy Framework

## Digital Services Content Readiness Checklist

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# Document Control

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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 | No | 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 | No | 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 | No | Criteria |
|---|---|---|
| ☐ | ☐ | Content has been drafted using plain language, appropriate tone and voice. Please refer to the 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 and Guidelines. |

## Content must be regularly reviewed

| Yes | No | 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 | No | 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 reduces confusion for both the author and person reading the information

| Yes | No | Criteria |
|---|---|---|
| ☐ | ☐ | Content aligns to the Digital Services Content Writing Guide |

## Content must be designed for easy discovery

| Yes | No | 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).<br><br>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. |