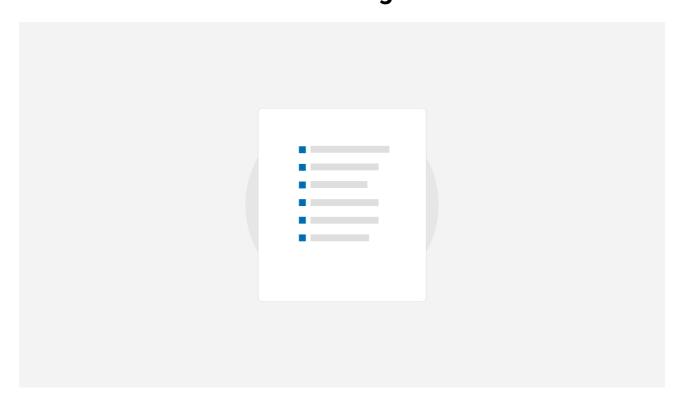
Checklist for Creating and Reviewing INTERNAL Knowledge



Article is unique (no duplicate knowledge articles) Author has collaborated with knowledge owner and other stakeholders When knowledge exists elsewhere, provides context and link to external knowledge

Style

Article Title

Process and Procedures

	Leads with the service or application name and version number(s) followed by a colon (when applicable)
	Summarizes article contents

Content

First paragraph is a problem statement or description that provides context
Sentences are concise and easy to scan, paragraphs are short
Content is well ordered; topics and subtopics are in a logical sequence
Refer to "callers", "users", or "they" instead of "you"; use "their" instead of "you

Format		
Topic and subtopic titles are formatted as headings		
Use numbers for steps, bullets for lists		
Link text clearly references the target content (see Create a Link in an Article) Non-UMN content is clearly described and easy to use, Links open in a new window except for in-page jump-to links		
Long articles have a table of contents (TOC) that use in-page (internal) links		
Table(s) have a header row(s)		
HTML is clean		
Images/Video		
Images are inserted (not attached)		
Images have effective alternative text		
Images are associated with the step they define		
Images have a ServiceNow-generated 1 pixel border (set in Insert/Modify Image window) to define edges when necessary		
Application References		
Application interface terms are referenced just as they appear in the interface		
Application interface terms are in bold		
ServiceNow Edit Form		
Service Offering represents the technology being addressed in the article		
Technology field filled out unless no technology associated with Service Offering		
Assignment Group (ownership) is selected based on agreement between stakeholders		
Keywords include words not already in the title or content area that you expect someone to use when searching for content, including technical terms, jargon, and abbreviations Make and Share Free Checklists		
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