

Int'l QA Checklist

- ☐ Title: Title case
 - ☐ Title: 50-60 characters
 - ☐ Article between 1400-1600 words
 - ☐ Primary keyword: Title
 - ☐ Primary keyword: First H2
 - ☐ Primary keyword: 1-4 times in copy
 - ☐ Primary keyword: Meta
 - ☐ Meta: 160 characters
 - ☐ Meta: Complete single sentence
 - ☐ Meta: After content for non-EN markets
 - ☐ Headings: Sentence case
 - ☐ Examples italicized
 - ☐ No bullet points in spoken examples
 - ☐ br coding above all headings
 - ☐ No nav menus
 - ☐ Four sentence intro structure
 - ☐ Evergreen content
 - ☐ Sourcing for non-common knowledge items
 - ☐ No "will" and "should"
 - ☐ "On your resume" not "in your resume"
 - ☐ No idioms
 - ☐ No Oxford comma
 - ☐ Single quotes for GB
 - ☐ Capital letter following a colon so long as it's grammatically correct (complete sentence, proper noun, etc.)
 - ☐ How tos: Numbered list of steps
 - ☐ What is: Definitive intro sentence
 - ☐ Disclaimer for company names
 - ☐ Disclaimer for salary info
 - ☐ No market location
 - ☐ Internal links: In-market CG page
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☐ External links: Appropriate sources

☐ Links: Open in new tab

☐ Check tags

☐

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