

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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