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

- [ ] External links: Appropriate sources
- [ ] Links: Open in new tab
- [ ] Check tags
- [ ]

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