

## CMS Lite content checklist

Always review your CMS Lite pages before publishing to meet web standards. These standards help real people (on smartphones or dial-up Internet, learning English, blind, etc.) to access government information. Follow links to the [CMS Lite Manual](#) and [related content guides](#) for more detail.

### Accessibility requirements:

- [No “click here” links](#). Link text should describe what it links to
- Use [graphics](#) sparingly. Avoid text in graphics. Add [alt text](#) except for [decorative images](#)
- [Links to assets](#) open in new window and include file type and size in the link: [Asset Link \(PDF, 1.4MB\)](#)
- Don't skip [heading](#) levels. Use defined heading styles, not bold text
- Do not use [tables](#) for layout. Use [grid layouts](#) instead. [Test on a mobile device](#).
- Use “to” for ranges of dates or times, not [dashes or hyphens](#) (September 5 to October 6)

### Style requirements:

- Use [bold sparingly](#). No italics. Use [callout boxes](#) to highlight chunks of text. Follow [callout guidelines](#)
- Maximum 1 brief [alert banner](#) per page at a time. Review often to keep them relevant
- [Sentence case](#) for all titles (pages, tables, right-column boxes, accordions) and headings (H2,H3,H4)
- Never use ALL CAPS. Follow [capitalization rules](#)
- Use [lists](#): numbered only if appropriate. No periods, commas or semi-colons at the end of list items
- Use default [spacing](#) and delete empty paragraph blocks (use the [show block elements tool](#))
- Only [one space at the end of a sentence](#). You can use Find and Replace to remove double spaces
- Use [Canadian spelling](#) (centre, labour, colour)
- Use [apostrophes](#) correctly. Example: It's your government. You're one of its valued citizens
- No [ampersands](#) (&) unless part of formal name (M&M's) or citing sources (Jones & Jones, 2006)
- [Right-column boxes](#) for secondary information only. [Contact information](#) is always last!
- [Phone number formatting](#): nnn-xxx-xxxx or n-xxx-xxx-xxxx ext. xxx
- [B.C.](#) not BC when referring to a geographic region
- Add [share preview tags](#) to make your page easier to share on social media
- [Accordions](#) can break up dense pages. Important information should not be hidden in an accordion

### Plain language top tips:

- Is it obvious who and what the page is for? Use clear, [descriptive page titles](#)
- [Use lists](#) instead of long sentences whenever possible
- Use clear, [descriptive headings](#) to identify sections of your content
- Start with the most important information. Put details below
- Have someone else review your content, or read it aloud to yourself
- Use the [Plain Language checklist](#) for more tips

### Search Engine Optimization (SEO) reminders:

- Check [metadata](#). [Description](#) must be unique and describe page content in sentence format
- [Synonyms](#) help people who search using slang or different phrases (B.C., BC, British Columbia)
- [Keywords and phrases](#) must appear in page content. Be specific and accurate
- [Title is the first thing people see](#). Make it accurate, specific and unique. Keep nav title brief

### Review after publishing:

- Are your [assets published](#)? Check for broken links. Make an [inventory and audit plan](#)