

# CMS Lite Content Checklist

Use this checklist to review your CMS Lite pages prior to publishing. While this is not a substitute for understanding the [CMS Lite Manual](#) and [related content guides](#), it will help you to avoid many of the most common errors.

## Accessibility Reminders:

- Proper [use of images](#) and [alt text](#)
- [Links to assets](#) open in new window & include file type and size: [Sample Asset Link \(PDF, 1.4MB\)](#)
- [No “click here” links](#).
- Don't skip [heading](#) levels. Use defined heading styles. Don't link headings.
- [Tables](#) for tabular data only. Include summary and headers. Cell Spacing 0, Border 1, Cell Padding 4
- Use relative sizing (%) for tables and images whenever appropriate
- Use [web accordion panels](#) only inside a BC Gov Accordion
- Consider access for those without sight, on a smartphone, on dial-up Internet, learning English, etc.

## Style Reminders:

- Avoid non-standard [spacing](#) and empty paragraph blocks (use the [show block elements tool](#))
- Avoid non-standard [text emphasis](#) (bold, italics, CAPS, colour)
- Proper [capitalization](#) of text and [headings](#). H2 in Title Case, H3 & H4 in Sentence case
- Use [lists](#): numbered only if appropriate. No periods, commas or semi-colons at the end of list items
- Only [one space at the end of a sentence](#). Use Find & Replace to remove double spaces
- Use [Canadian spelling](#)
- Proper use of [right-column boxes](#). [Contact Information](#) is always last!
- [Phone number formatting](#): nnn nnn-nnnn or n nnn nnn-nnnn. Only one hyphen.
- Proper use of [apostrophes](#). Example: The dog needs to go for a walk. It's time to put its leash on
- Ampersands: [& instead of “and”](#) in navigation and page titles
- [B.C.](#) not BC when referring to a geographic region

## Plain Language Review:

- Scan-ability: Look at the page with fresh eyes. Is it easy to scan and pick out main points?
- Purpose: Is it clear who and what the page is for?
- Write to the level of your [audience](#). Plain language at high levels, technical detail below
- Start with the most important information. Put details below
- [Omit unnecessary words](#)
- Choose [simple words](#). Avoid acronyms and jargon. [Define acronyms](#) the first time you use them
- Use [active voice](#). “We mailed your form on May 1” not “Your form was sent on May 1.”
- [Tone](#): use conversational pronouns (you, us, our, we). Use contractions (we're instead of we are)
- Keep paragraphs short and on topic

## Search Engine Optimization (SEO) Reminders:

- Check [metadata](#) - description should be unique and clarify page content
- Use [synonyms](#) to help users find content using slang or common phrases
- Ensure [Title and Navigation Title](#) are appropriate (avoid overly generic titles!)

## Publishing reminders:

- Publish [assets first](#)
- Don't press publish again - check the [Workflow Status Pane](#) instead