

# The 10 tests for quality digital content

From 'Write me a web page, Elsie' by Rachel McAlpine

☐ **The 3-second test**

- Can people get the gist of this page in 3 seconds, without scrolling or reading every word?

☐ **The serenity test**

- Does the content of the page look well organised, calm and orderly?

☐ **The tip-top test**

- Is the essential information at the top of the page, in the headline and first paragraph?
- Does the first paragraph contain a summary, description of key message of the page?

☐ **The identity test**

- Is it obvious who owns this content? Is the owner's location obvious in the content (not just in the logo or banner)?

☐ **The identity test**

- Are the words familiar and easily understood?
- Are sentences 20 words or fewer?
- Are paragraphs 65 words or fewer?

☐ **The so what? test**

- Can your target readers instantly see the relevance of the content to their own needs and situation?
- Does content use the word you, speaking directly to the reader?

☐ **The action test**

- Can readers quickly see how to take the next logical action online?
- Are links useful to the reader?
- Are links conveniently placed?

☐ **The action test**

- Can all readers get the information from this page, regardless of their physical abilities, computer, browser or systems?
- Are all images clear, well-sized, and useful?
- Do all images have ALT-text?
- Do complex images have a text equivalent?

☐ **The yeah, right test**

- Will readers trust this information?
- Is it obviously up to date?
- Does the content seem expert and reliable?
- Is it easy to contact the owners?

☐ **The free-standing test**

- Does the content of this page make sense out of context?
- Does it make sense even if it is the first page on a site that a person visits?
- Does it make sense without the logo? Would the headline and first paragraph make good sense in search results?
- How does it work?

**How many were you able to tick?**

\_\_\_ /10