Digital Innovations Team
IEEE.org Content Provider Checklist

Visit IEEE.org Style Guide for more information.
Note: Any exceptions to guidelines referenced below should be approved by the Digital Innovations Team.

Usability	☐ Are users able to accomplish their tasks on my page? ☐ Are the primary tasks implied by the name of the page achievable?
Scannability	☐ Can content be read through quickly/scanned? ☐ Is the content scaled down as much as possible, using bulleted lists and shortened paragraphs where possible? ☐ Did I use the simplest words possible to accurately get my point across?
Accessibility	☐ Do my images have descriptive alternate text? ☐ Have I provided captioning for audio files? ☐ Does the user have control over the audio starting and stopping? ☐ Have I removed flashing or flickering elements? ☐ Have I used tables only to present data, and have I provided a table summary?
User Orientation	☐ Are my files named with all lowercase letters, using underscores (_) for spaces? ☐ Does my page have a brief introduction that allows the user to put my content into context? ☐ Do my breadcrumb links provide a hierarchal path of links that demonstrate where my page lives? ☐ Is content duplication among pages avoided except for cross-linking? ☐ Have I provided contact information or instructions for help if needed? ☐ Have I provided clear calls to action that let the user know what steps should be taken next? ☐ If users got to this page through a link sent to them or through a search engine, would they know where they are?
Writing for the Web	☐ Did I avoid first-person language ("we", "our", "us")? ☐ Did I remove all instances of italic fonts? ☐ Did I use bold print very sparingly? Did I reserve bold print for headings? ☐ Have I used an objective tone without unsubstantiated claims and superlatives? ☐ Have I spelled out all acronyms in the file name, title, and upon first usage? ☐ Is the information on this page the most current and accurate information I have?
IEEE Style/ Look & Feel	☐ Do I refer to the organization as "IEEE" (and not "the Institute," "the IEEE," or "the Institute of Electrical and Electronics Engineers")? ☐ Are all prominent colors used on the page within or complementary to the IEEE color palette? ☐ Did I clear all external font formatting so that the default fonts are used? ☐ Have I complied with IEEE Master Brand standards where applicable?

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International Writing Conventions	☐ Are my dates, times, and phone numbers formatted for an international audience? ☐ Have I removed any references to seasons or colloquial terms/figures of speech? ☐ When referring to money, do I specify what currency I am referring to? (Example: US$5) ☐ Have I used straightforward language and avoided complex words where possible? ☐ If I lived in another part of the country or world, would the information on my page still apply to me?
Navigation	☐ Do links in the left navigation go to pages only within the current section? ☐ Do all left navigation links go to pages rather than supporting files or e-mail? ☐ Does the first link in the left navigation go the section landing page? ☐ Are there ten or fewer links in my left navigation? ☐ Are my section headers bookmarked on longer pages? ☐ Do my breadcrumb links provide the quickest path back to the home page? ☐ Have I used "On this Page" menus on longer pages with clear section names? ☐ Does my page contain "top of page" links after each section on longer pages? ☐ Have I avoided placing critical links and information in the right column?
Linking	☐ Do supporting files (PDF, DOC, PPT, XLS, WMV, PPS) open in a new window? ☐ Are file types and sizes noted parenthetically after my supporting file link? ☐ Do my links to html pages open in the same browser window? ☐ Do my links clearly describe where the user will go upon click? ☐ Are my links action-oriented when the link conveys a task? ☐ Did I avoid using self-referential terms (like click here)? ☐ Have I appropriately used trailing links for calls to action and embedded (within paragraph) links only for supplemental information? ☐ Do I let the user know about links that require usernames and passwords to view the content?
Images	☐ Are the images I chose directly connected to my content? Do they aid in getting my point across? ☐ Are the images I use professional and do they appropriately represent IEEE? ☐ Is my text wrapped correctly around my image?
Tables	☐ Do tables break the page margin/are they over 100% wide?
Browsers	☐ Did I check the page in Internet Explorer, Google Chrome, and Mozilla Firefox?
File Sizes	☐ Is my image size 45 KB or less? ☐ Is my supporting file size 10 MB or less?
Forms	☐ Do my forms perform intended actions? ☐ Do I clearly communicate through a confirmation page that the form has been successfully submitted by the user?

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