

### Understanding the IEEE.org Content Review Guidelines

The Digital Innovations Team (DIT) reviews IEEE.org content submissions for usability, accessibility, consistency, branding, professional writing quality, and functionality purposes.

The goal for all content on IEEE.org is to be well-written, well-structured, appropriate, and professional. Such high-quality Web content is crucial to the reputation of IEEE. This document outlines the process for content that does not reflect these goals.

Each page submitted to the Digital Innovations Team for QA is reviewed in its entirety. In addition, the Digital Innovations Team reserves the right to review a page at any time, regardless of whether or not the page has been submitted for review.

This document aims to:

- ensure better quality content;
- enhance usability, as determined by Digital Innovations Team–conducted user-testing and industry standards;
- adhere to IEEE branding and Web style guidelines;
- help contributors better understand what the Digital Innovations Team requires when reviewing content.

If the Digital Innovations Team requests that a contributor makes changes to address any of the below issues, and the changes are not implemented within one week or the page is resubmitted to QA again without the requested changes being made, the content is subject to be changed or rejected accordingly by Digital Innovations Team without further notice.

## Reasons to reject content

Below is a list of issues that render content submissions subject to rejection.

Issue	Reason
<b>Usability/Accessibility</b>	
User is unable to complete one or more tasks on the page	Users become frustrated quickly and may leave the site.
Image lacks descriptive alt text	Users viewing pages with a screen reader require alt text to process images.
Audio files do not contain text equivalent	Users who cannot hear audio need an alternate option to view content.
Flashing or flickering elements	These elements can be distracting or harmful.
<b>Writing</b>	
Copy written in language other than English	English is the official language of IEEE. Content written in another language cannot be QA'd by the Digital Innovations team. Such content needs a corresponding English translation and the name of who translated it. Page can be rejected in order to discuss details.
Content is missing introduction, or introduction is poorly written	Introductions provide orientation and help users quickly identify the scope of the page.
Grammatical/syntax errors, poor writing	Unprofessional writing and incorrect grammar decrease credibility and hurts the IEEE's reputation.
Outdated content	Old content diminishes credibility.
Page contains US-centric content (for example, references to seasons, incorrect date or time format, etc.)	IEEE serves a global audience. Content must be relevant to international users.
<b>Images</b>	
Poor quality graphics (grainy, blurry, distorted)	Graphics should enhance and support content. Poor quality graphics distract users and can degrade site quality.
Image is too large	Images larger than 45 KB slow the page's load time.
Image is inappropriate and/or unprofessional.	Images should reflect the meaning and professional purpose of their related content.
<b>Linking</b>	
Broken link	Users will not reach their intended destination, which is a negative user experience.
Links to other main site pages are hard-coded	If the URL page name or section of the page alters, the link will break wherever it is hard-coded. Use the link wizard tool in UCM instead.
Links to secure content are not noted as secure	After a link to secure content, note "login required." Users without Web accounts become frustrated when they are denied access after clicking the link.
Anchor link points to a section on another page	Users become disoriented because this is not the expected experience for anchors. Anchors should bring the user to a designated spot further down on the page.

<b>File naming</b>	
File name does not adhere to naming conventions	For consistency IEEE.org-wide, use lowercase letters and underscores (not spaces) for file naming. File names should not contain characters other than letters, numbers, and underscores.
<b>Formatting</b>	
Content is missing key page elements, like page title or section headers	These elements are important for user orientation, but will also affect the look and feel of the page.
Content breaks the page margin	Content that extends beyond the page margins will not be visible by users.
Excessive use of italics	Italics present legibility and accessibility issues for some users. Use for publication titles only.
<b>Tables</b>	
Use of tables for content other than data	Tables are meant to display different types of data. Using tables for formatting or other purposes can present accessibility issues.
<b>Metadata</b>	
Required metadata is incomplete or missing.	Content must be searchable, both within UCM and to outside visitors.

## Reasons to release content with requested changes

Below is a list of issues that render content submissions subject to release with requested updates.

Content containing 1-3 of the issues below is subject to release, but the contributor will be asked to make requested changes within one week. A page containing multiple issues may be subject to rejection. If requested changes are not made within one week and the page is resubmitted for QA, the content is subject to be changed accordingly or rejected by Digital Innovations team.

Issue	Reason
<b>Writing</b>	
Page titles or section headers are unclear	Page titles and section headers provide important orientation and navigation elements.
Content needs to be broken down into sections	Large blocks of text are difficult to scan. Users want to obtain information as quickly as possible.
Incorrect usage of the IEEE brand (For example, referring to the organization as anything other than "IEEE," or incorrect use of the Master Brand)	Consistent use of the IEEE brand strengthens the credibility of the organization.
Content contains large blocks of text	Users want to quickly scan content to find the information they need. Content should contain short paragraphs and lists where possible.
Content contains disputable claims and/or self-aggrandizing statements.	In order to best represent IEEE and achieve credibility, use an objective tone.
<b>Images</b>	
Image could be linked to related destination content, but is not linked	Users often try to click an image to reach a destination.

## Reasons for Digital Innovations to fix content issues before releasing

Below is a list of issues that render content submissions subject to the Digital Innovations team correcting issues before releasing the page, should time permit. Conversely, these issues may result in content being rejected.

In instances where the Digital Innovations team will make changes directly, said changes will not necessarily be made within the typical 8-hour SLA.

Issue	Reason
<b>Writing</b>	
Incorrect capitalization	<p>The following non-proper nouns should be capitalized when referencing IEEE: Chapter, Council, Region, Section, Society, Student Branch, Student (or Life, or Senior, etc. ... member)</p> <p>The following terms should start with a lower-case letter unless they are part of a proper noun/name: committee, geographic units, member, organizational unit, unit, volunteer, conference</p>
Incorrect use of numerals	For consistency, the numbers one through ten should be spelled out. Numbers above ten should be written as numbers (ex. 11 or 123).
Section headers are title case	For legibility, scannability, and accessibility purposes, section headers should be written in sentence case.
First person language used ("we", "us", "our")	First person language disguises to whom the content references. If you mean IEEE overall, say "IEEE." If you are referencing a particular organizational unit, be clear about who the content concerns.
Acronyms are not spelled out	Acronyms should be spelled out upon first usage to orient users.
<b>Linking</b>	
Links to html pages open in a new target window	Users become frustrated with having too many open browser windows.
Links to supporting files open in the same browser window.	Users tend to close a PDF after viewing. When PDFs are opened in the same browser window, the user will to relocate the page she was on.
Links to supporting documents do not note the	Users are viewing pages with a number of different devices, so the supporting file type

file type and size in parentheses after the link.	and size will help the user know exactly what they are opening.
Page requires "on this page" and "top of page" links.	Users will not see the content that falls below the fold unless the "on this page" links are enabled. Longer pages require "top of page" links so that users can easily toggle back and forth within the page.
Links do not convey the destination or denote action	Ambiguous links deter users from clicking on the link.
<b>Style and Formatting</b>	
Incorrect punctuation of bulleted list	For consistency purposes, bulleted lists that are one long sentence should be formatted using semicolons at the end of each line, with a period at the end of the list; the first letter of each line should be lowercase.
Use of ampersands and dashes	For consistency purposes, users should spell out the word "and" unless there are space constraints or the ampersand is part of an official title. Colons are preferred over dashes where appropriate.