Experience Design Team
IEEE.org Content Provider Checklist

Visit the IEEE.org Style Guide for more information. Also, see the most recent image recommendations. Note: Any exceptions to guidelines referenced below should be approved by the Experience Design Team.

Usability	o Are users able to accomplish their tasks on my page? o Are the primary tasks implied by the name of the page achievable?
Scannability	o Can content be read through quickly/scanned? o Is the content scaled down as much as possible, using bulleted lists and shortened paragraphs where possible? o Did I use the simplest words possible to accurately get my point across?
Accessibility	o Do my images have descriptive alternate text? o Have I provided captioning for audio files? o Does the user have control over the audio starting and stopping? o Have I removed flashing or flickering elements? o Have I used tables only to present data, and have I provided a table summary?
User Orientation	o Are my files named with all lowercase letters, using hyphens (-) for spaces? o Does my page have a brief introduction that allows the user to put my content into context? o Do my breadcrumb links provide a hierarchal path of links that demonstrate where my page lives? o Is content duplication among pages avoided except for cross-linking? o Have I provided contact information or instructions for help if needed? o Have I provided clear calls to action that let the user know what steps should be taken next? o 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	o Did I avoid first-person language ("we," "our," "us")? o Did I remove all instances of italic fonts? o Did I use bold print very sparingly? Did I reserve bold print for headings? o Did I avoid using exclamation points or hyperbolic language? o Have I spelled out all acronyms in the file name, title, and upon first usage? o Is the information on this page the most current and accurate information I have?
IEEE Style/ Look & Feel	o Do I refer to the organization as "IEEE" (and not "the Institute," "the IEEE," or "the Institute of Electrical and Electronics Engineers")? o Are all prominent colors used on the page within or complementary to the IEEE color palette? o Did I clear all external font formatting so that the default fonts are used? o Have I complied with IEEE Master Brand standards where applicable?

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International Writing Conventions	o Are my dates, times, and phone numbers formatted for an international audience? o Have I removed any references to seasons or colloquial terms/figures of speech? o When referring to money, do I specify what currency I am referring to? (Example: US$5) o Have I used straightforward language and avoided complex words where possible? o If I lived in another part of the country or world, would the information on my page still apply to me?
Navigation	o Are my section headers bookmarked on longer pages? o Do my breadcrumb links provide the quickest path back to the home page? o Have I used "On this Page" menus on longer pages with clear section names? o Does my page contain "top of page" links after each section on longer pages? o Have I avoided placing critical links and information in the right column? o Are my subheadings in sentence case (first word capitalized, all other words lowercase aside from proper nouns)? o Are my links to other IEEE.org pages formatted correctly, starting with "/content" instead of "www.ieee.org"?
Linking	o Do supporting files (PDF, DOC, PPT, XLS, WMV, PPS) open in a new window? o Are file types and sizes noted parenthetically after my supporting file link? o Do my links to html pages open in the same browser window? o Do my links clearly describe where the user will go upon click? o Are my links action-oriented when the link conveys a task? o Did I avoid using self-referential terms (like click here)? o Have I appropriately used trailing links for calls to action and embedded (within paragraph) links only for supplemental information? o Do I let the user know about links that require usernames and passwords to view the content?
Images	o Do the images I chose aid in getting my point across? o Are the images I use professional and do they appropriately represent IEEE? o Is my text wrapped correctly around my image? o Did I check recommended image sizes and include alt text?
Tables	o Do tables break the page margin/are they over 100% wide?
Browsers	o Did I check the page in Google Chrome, Microsoft Edge, and Mozilla Firefox?
File Sizes	o Is my image size 250 KB or less? o Is my supporting file size 40 MB or less?
Forms	o Do my forms perform intended actions? o Do I clearly communicate through a confirmation page that the form has been successfully submitted by the user?

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