

# CHECKLIST: ACCURACY OF ONLINE CONTENT



This checklist helps you keep your online content up-to-date and trustworthy by providing checkpoints for content accuracy. See other content checklists offered by DK Consulting on our website.

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## IS IT FACTUALLY CORRECT?

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- All of your business-related descriptions are complete, accurate, and up to date:
  - Product descriptions, including model and version numbers.
  - Process descriptions, especially the sequence of events.
  - Service descriptions, especially levels of service.
  - Biographies of your business's leaders.
- Numbers representing quantities, prices, ratios, and percentages are correct and up to date.
- Titles of webpages, books, articles, videos, and similar content are complete, accurate, and up to date.
- Location names and location instructions are accurate and up to date.
- All hard, factual data has been confirmed as true.

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## IS IT CURRENT?

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- Names and images of people are recent and reflect their current position title. All name and title text is spelled correctly.
- Names of organizations and product lines are up to date, are spelled correctly, and are properly trademarked.
- Warranty statements are up to date and have been recently reviewed by an appropriate authority.
- Details about physical locations are accurate and up to date:
  - Addresses, including zip code.
  - Phone numbers.
- Web URLs are complete and up to date.
- All statistical data and relevant dates have been refreshed. The surrounding text matches the updates.
- Text that refers to or describes embedded media matches the media and is up to date.
- Images of and lists of products and product parts are current.

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## IS IT FAIR?

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- Quoted or summarized content from other sources has been properly attributed, used in a fair context, and provided a fair introduction. Link-backs are included when possible.
- The creator of borrowed or purchased media has been credited, including in alt text.
- Statistical data has been given a fair context, including dates.
- Sources quoted by a third party within your text have been checked for accuracy and fairness.
- All content reflects fair assumptions about your audience, including about their familiarity with a topic.



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## DOES IT MEET EXPECTATIONS?

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- Your content delivers on its stated purpose for its intended audience.
- The content has been clearly and accurately categorized within its (single) content type: for example, as a white paper or as instructions.
- The content meets your organization's criteria for being relevant to its intended audience, including in its level of detail.
- The format and delivery of your content is accessible by all of your intended audiences on all of their typical devices.

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## HAVE YOU TESTED IT?

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- Instructional content and similar or related content meets your organization's criteria for usability.
- New and/or complex instructional content has been tested or reviewed for usability.
- Marketing claims are fair, have demonstrated appeal, and contain an appropriate call to action.
- All web links included in the content work as intended.
- All media embedded in the content load as expected.
- All special formatting in the content looks and behaves as intended.

For more about keeping your online content accurate, review this article by Debra Kahn:

<https://dkconsultingcolorado.com/2021/07/27/creating-online-content-for-your-customers-relevance/>.

