

## Sitefinity pre-approval checklist

Think of the user's journey on the page. It should be minimal clicks and scrolls, include easy to find call to actions, and focus on accessible images and links.

### *General*

- Content follows AP Style
- Times are written out using "a.m." or "p.m."
- Ampersands (&) have been changed "and"
- Content follows [website and accessibility standards](#)
- Information is organized to make it easily digestible and scannable
- All headings are in sentence case, where only the first word is capitalized
- Content uses [CMU brand voice and branding](#)

### *Pages*

- SEO description complete under [Title and Properties](#)
- Added [category and tag](#) information
- [Widgets](#) are built correctly following standards
- Page includes introduction sentence
- Images are accessible
- Page title is clear, free of abbreviations and special characters
- Buttons and links are accessible
  - Button ADA text is complete
  - Links to external websites have speedbumps and open in new tabs

### *Images*

- Image follows website accessibility guidelines with no text on the image
- Added image to the correct folder in the DAM
- Image has correct [dimensions](#) for intended widget
- Image file size has been [optimized](#); file is less than 1MB
- Added [image properties](#)
  - Alternative text provides a literal description of what is in the image
  - Added [category or categories](#)
  - Did not add tag

### *Documents*

- Added to the correct folder in the DAM

- Formatted file correctly; it's a PDF, Word or Excel document
- [Optimized](#) document; file size is less than 5 MB
- [Optimized](#) for accessibility
- Filled in document properties
  - Description indicates what is in the file
  - Added category/categories and tags

### *People*

- Button text and button URL are filled in correctly (optional)
- Image added to [people profile](#) is 200x250 with image properties completed (optional)
- Added [category and tag information](#)
- SEO description is filled in o “ \_\_\_\_\_ is a \_\_\_\_\_ at Central Michigan University.”

### *News*

- Title is clear and indicates the subject of the [news story](#)
- Required thumbnail image has been added
- [Category and tag information](#) has been added
  - Does not use more than 4 college department filters
  - Does not use college department filters if the college is already selected as a category
- Story contact information has been included
- SEO description has been filled in

### *Events*

- Title is clear and indicates the [event's](#) subject
- Event dates are filled in
- [Category and tag](#) information is complete
  - Does not use more than 4 category filteres
- SEO description is complete