

Sitefinity workflow review checklist

Use this before sending content into workflow and again during review. Check the items that apply to what changed. Follow the linked [Website Playbook](#) for full instructions.

Content and writing | [Playbook guidance](#)

- ☐ Confirm facts, dates, costs and contact information with the right subject matter expert.
- ☐ Put the visitor's main answer near the top. Make the next step clear.
- ☐ Use short paragraphs, descriptive headings and lists that are easy to scan.
- ☐ Follow CMU voice and AP style. For example, write "and" rather than "&" and use "9 a.m." See [writing and style examples](#).
- ☐ Write at about an eighth-grade reading level. Explain terms your audience may not know.

Page setup and layout | [Playbook guidance](#)

- ☐ Use a clear page title and navigation label that name the subject. Avoid unexplained abbreviations.
- ☐ Check the page's location and URL.
- ☐ For new or moved pages, confirm the parent page and breadcrumb trail with a strategist.
- ☐ Add a useful search title and a specific SEO description of about 150 characters.
- ☐ Choose the unit category and the correct content tag (usually "Webpage").
- ☐ Include an introduction and remove outdated or duplicate material.
- ☐ Use widgets and sections as specified in the [widget guidance](#).
- ☐ Check the layout at narrow and wide widths when a usable preview is available.

Accessibility and links | [Playbook guidance](#)

- ☐ Use sentence-case headings in order: the Page Title is H1, followed by H2 and then H3 as needed.
- ☐ Write link and button text that names the action or destination, such as "Apply for financial aid" instead of "Click here."
- ☐ Complete the button ADA text field. Keep ordinary links in body text, not on headings.
- ☐ Test links, downloads, forms and calls to action.
- ☐ Open CMU page links in the same tab. Open outside sites and documents in a new tab; use the required external-link speedbump where applicable.
- ☐ Give images meaningful alt text. Put essential words in page text instead of embedding them in a graphic.
- ☐ Check tables, accordions and media for clear labels, keyboard access and captions or transcripts when applicable.

First .NET Core migration: Check that the breadcrumb widget sits under the header. If the converted page cannot be previewed, compare the build with the live MVC page and flag it for the strategist to check on the live page after publishing. [Migration instructions](#).

Assets, content types and workflow

Review these items when they are part of the submission. The Playbook pages contain required sizes, fields and widget instructions.

Images | [Playbook guidance](#)

- ☐ Use an approved image. Size it for the intended widget and optimize it to under 1 MB **before** uploading.
- ☐ Insert images from the DAM, including those used in a content block.
- ☐ When reviewing a page, replace any image pasted directly into a content block. An existing DAM image can remain if it meets standards.
- ☐ Use the correct DAM folder. Fill in the title, alt text, author, description and category. [Image properties](#).
- ☐ **Do not add a tag to images.**
- ☐ Check the crop and avoid important text inside the image. Do not use AI-generated or AI-edited images.

Documents | [Playbook guidance](#)

- ☐ Use a document only when a web page is not suitable. Confirm that a PDF is accessible and current. [PDF accessibility guide](#).
- ☐ Optimize the file **before** upload. Keep it under 5 MB, ideally under 1 MB.
- ☐ Upload to the assigned DAM folder. Add title, author, description, unit category and file-type tag. [Document properties](#).
- ☐ Send a new document for approval first. Once it is published, add the link to the page and test it.
- ☐ For an updated file, [replace the document in the DAM](#) so existing page links update.

People, news and events

- ☐ **People:** Check the biography and optional buttons. Add the unit category, “People” tag and SEO description. [People guidance](#).
- ☐ **People:** If used, check that the profile headshot is 200 × 250 and has image properties.
- ☐ **News:** Check the headline, summary and required thumbnail. [News guidance](#).
- ☐ **News:** Check categories/tags, author and media contact, original publication date and SEO description.
- ☐ **Events:** Check the title, description, date, time zone, location or online access and contact. [Event guidance](#).
- ☐ **Events:** Check categories, the “Event” tag and SEO description. The thumbnail is optional.

Send through workflow | [Playbook guidance](#)

- ☐ **Editor:** Save unfinished work as draft. Send complete work for approval.
- ☐ **Approver:** Check accuracy and readiness. Send complete work for publishing or reject it with specific corrections.
- ☐ **Strategist:** Check web standards and Playbook requirements. Publish when ready or reject it with a reason and the relevant Playbook link.

Plan for both reviews. Strategists review workflow from 3 to 5 p.m. daily and publish or return work within two business days after it reaches them. For content or widget help, ask in the Collab Support Channel in Teams and tag @Strategists.