

# Digital Writing Checklist

1. **Define the job** by picturing a reader at the moment she finishes reading. What do you want her to think and/or do?
2. **Identify the key questions** your readers will have, those you must answer to get readers to respond as you want.
3. **Design “chunks” of information** (paragraphs, graphics, multimedia, lists) that address your readers’ questions.



## WRITE



4. **Find your voice.** Call up the tone, rhythm and word choices of the voice that will engage and move readers
5. **Write a fast draft** by answering your readers’ questions, engaging in an implied dialogue. Banish your internal editor.
6. **Take a break.**

## 7. Give it a global edit:

- Structure (bones):* Do paragraphs and other chunks address key questions and guide readers to the response you want?
- Voice (tones):* Do you project the voice you want them to hear?
- Scannability (glance):* Will a quick scan tell them what’s most important and what each section/chunk addresses? Do headings, captions and other page display elements signal points of entry?

## 8. Give it a line edit:

- Flow (dance):* Do you guide readers, always moving old to new?
- Clarity (eight):* Do you get to the verb quickly, usually within the first eight words?
- Stickiness (weight):* Do nouns and verbs do the bulk of the work, creating memorable images?
- Concision (real estate):* Is every word worth its real estate?

## 9. Proofread:

- Have you read the document aloud to catch typos, bad links, and grammar and spelling errors?

## 10. Post it.



**EDIT**