

Qualitative audit alignment

Establishing a standard of content quality



The basics: Jakob Nielsen's heuristics



Visibility of
System Status

1



Match Between
System & Real World

2



User Control
And Freedom

3



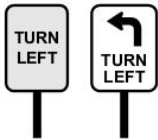
Consistency
And Standards

4



Error
Prevention

5



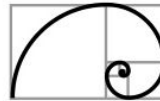
Recognition
Rather Than Recall

6



Flexibility And
Efficiency of Use

7



Aesthetic And
Minimalistic Design

8



Help Users
With Errors

9

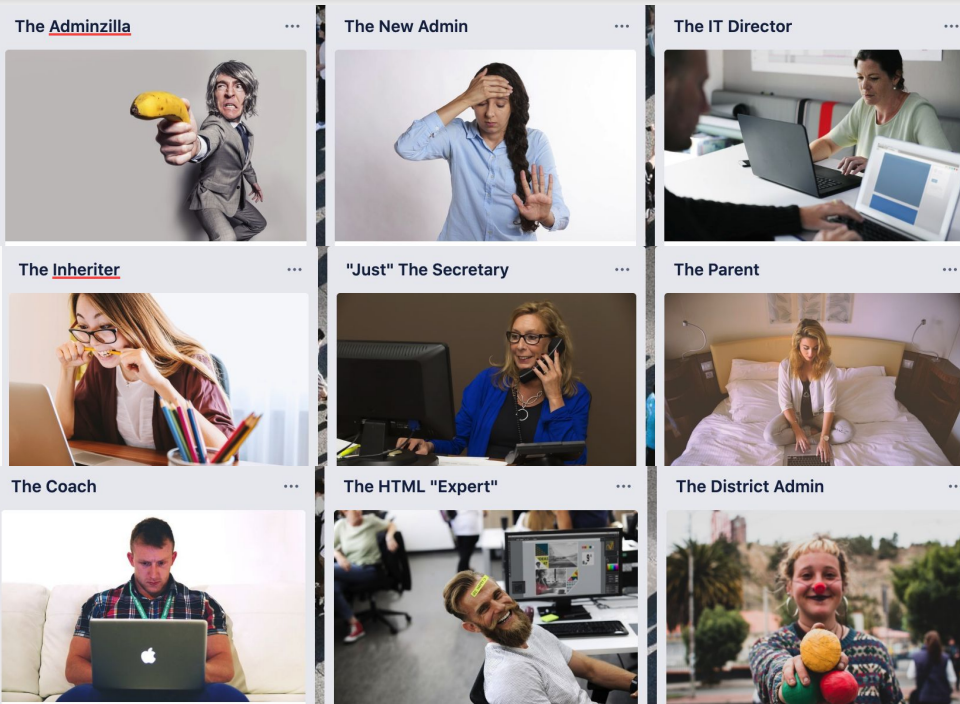


Help And
Documentation

10

Content quality heuristics

Audience



Step 1: Read (or skim) the article

- [Finalsite Personas Trello board](#)
 - Are these accurate?
 - Do we need more? Fewer?
- How does the audience persona affect the requirements of the content?
 - Background knowledge
 - Specific admin permissions
 - Technology comfort level
 - Experience with site configuration

Readability

Award 1 ★ for each item

- An introduction to set the context
- Most important information at the top (inverted pyramid structure)
- Bullets and numbered lists (if needed)
- Easy-to-skim title and subheaders
- Short paragraphs (2-4 sentences)

Step 2: Paste into Hemingway

- Go to [Hemingwayapp.com](https://hemingwayapp.com)
 - Record the grade.
 - Should we grab the word count, too?

Screenshots

- Grapefruit (#F85467) markup
- Boxes, not arrows (for the most part)
- Current UI
- No text or “ragged edges”

Actionability

Article types

- Instructions for a task
- Product overview
- Settings list
- Best practice
- FAQs
- Troubleshooting

Let's add to this list as we go.

- Can the user complete a task after viewing this piece of content?
- Do they know what to do next?
- Will it make them better at doing their job?

Three-point scale

- 0:** This lacks a clear purpose or call to action.
1: Purely informational, but maybe that's OK?
2: Provides a clear answer/path to success.

Findability

Award 1 ★ for each item

- An h1 tag (and multiple h2s)
- Metadata: descriptive title, labels
- At least 2 links in the body copy
- Alt tags for images
- Can YOU find it with search?

Step 2: Click in to edit the content

- Check headers are in the right hierarchy
- Check the labels
- Check HTML for image alt tags

Step 3: Search for the content

- With our search engine
- With Google (if it's open to the public)

Accuracy

Step 4: Compare it to the product

Follow any task instructions in the content.

- Are any steps left out? Unnecessary?
- Are potentially unfamiliar concepts explained or linked to?
- Has functionality been added or changed?

Send to a SME for review if needed.

Outdated

Unnecessary

Current

Have to write/work in progress

Procedure notes

Airtable basics

Airtable is a database app that's going to make our lives much easier when it comes to entering all this data.

Unfortunately, since we're using the free version, we had to split the audit into two.

If you haven't already, click the invite links to create an account and be added to the bases:

[Content Inventory 2021 part 1](#)

[Content Inventory 2021 part 2](#)

What to know

- Each base has two tables, Quantitative inventory and Qualitative assessment. They are linked by numbers.
- There are different views for each table on the left side. I've created a few that might be useful, but add more if needed.
- Click into the Qualitative link field from the **Qualitative inventory** sheet to open the record in a view that's much easier to enter the data.
- Claim a record as soon as you open it by adding your name (we can discuss other ways of making sure we don't duplicate work).
- Pay attention to the Format column and start with "Text" until we know what we're doing.

Let's dive in!

- We can and should talk about anything we aren't sure about in Slack.
- We'll refine these procedures for videos and courses as we go along.
- I put a comment field in there, but you don't have to justify every decision.
- We've got this!

