

# Int'l QA Checklist

- ☐ Title: Title case
- ☐ Title: 50-60 characters
- ☐ Article between 1400-1600 words
- ☐ Primary keyword: Title
- ☐ Primary keyword: First H2
- ☐ Primary keyword: 1-4 times in copy
- ☐ Primary keyword: Meta
- ☐ Meta: 160 characters
- ☐ Meta: Complete single sentence
- ☐ Meta: After content for non-EN markets
- ☐ Headings: Sentence case
- ☐ Examples italicized
- ☐ No bullet points in spoken examples
- ☐ br coding above all headings
- ☐ No nav menus
- ☐ Four sentence intro structure
- ☐ Evergreen content
- ☐ Sourcing for non-common knowledge items
- ☐ No "will" and "should"
- ☐ "On your resume" not "in your resume"
- ☐ No idioms
- ☐ No Oxford comma
- ☐ Single quotes for GB
- ☐ Capital letter following a colon so long as it's grammatically correct (complete sentence, proper noun, etc.)
- ☐ How tos: Numbered list of steps
- ☐ What is: Definitive intro sentence
- ☐ Disclaimer for company names
- ☐ Disclaimer for salary info
- ☐ No market location
- ☐ Internal links: In-market CG page

☐ External links: Appropriate sources

☐ Links: Open in new tab

☐ Check tags

☐

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