

Web Content Guidelines for UAE Government

By: Telecommunications and Digital Government
Regulatory Authority

Version: 01

Date: June 2021

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Section 1: This document

In line with its role as a digital transformation enabler in the United Arab Emirates, and its mission to enhance the leadership of the UAE by keeping pace with the best online presence standards and best connected practices, the Telecommunications Regulatory Authority issues this document to outline best practices in the application of standards for digital content on government websites.

The importance of this document stems from the fact that content is one of the most important elements in developing websites, and therefore, it is necessary for the content to be user friendly, appropriate to the needs of customers, and supportive to the goals of government entities in achieving the highest levels of customer satisfaction.

The purpose of the Web Content Guidelines for UAE Government is to outline criteria and best practices in content creation and development. Government entities can use this document as guidance, noting that content standards are constantly evolving, and some provisions of this document may become useless at any time if new developments appear. Therefore, this document should be revised from time to time.

How to use this document?

The aim of the UAE Government Digital Web Content Guidelines is to define standards and best practices in the content creation and development industry. Government agencies can take guidance from this document noting that content standards are constantly evolving, and some provisions of this document may become useless at any time if new developments emerge. Accordingly, this document must be reviewed and revised from time to time.

This document is divided into main headings, each of which represents an aspect of the process of managing and developing digital content, whether for websites or for applications on smart devices. The following are the main sections of the document:

- Writing for websites: This section monitors the best practices for writing easy and understandable content for all categories of users, based on the principle of plain language
- Mobile content: This section deals with the peculiarities of the mobile phone in terms of screen size, user behavior and how to develop content accordingly.

- Content strategy: This section presents steps to develop a strategy for developing and managing the content required to support the organization's goals and meet users' aspirations.
- Future trends in the content industry: In this section, there is a forward-looking view of the future of the digital content industry to serve the skills of content makers.
- Storytelling: This section looks at the art of storytelling for serving digital content.
- Appendix: In this section there are internationally approved review regulations, in addition to a list of nominated courses for content workers and some books for enriching the knowledge of content workers.

To achieve the maximum benefit from this document, we recommend that content professionals do the following:

- periodically review the contents of this document, and update it in accordance with the accumulated experience and expertise and global developments in the field
- conduct internal consultations to ensure that maximum people in the organization are aware of this document and that their opinions and suggestions are taken into account when developing the document in the future
- conduct external consultation that includes all content workers at government agencies in the UAE to ensure that they know the contents of the document, and to open discussion about the contents of the document in the hope of developing it in the future, and create subsidiary documents thereof for the benefit of the work
- launch an internal and national awareness campaign to circulate the document's most important parts and turn it into daily practice for all workers in the content development sector at the national level
- publish the document link in an open format on the entity's website and on the official portal of the UAE.

Section 2: Writing for the web

People consume websites differently than other forms of media: they don't read; they skim. They will read only about 20 percent of the words on the average page.¹ So,

¹ <https://www.seattleu.edu/web/content/writing/>

web content writers should be able to produce content that is reader-friendly and compatible to the web users. In this section, we have reviewed a number handbooks and guidelines, including the American Plain Language Guidelines². We have summarized the most important points and added other points that we found necessary.

Writing for your audience

You have to grab your audience's attention if you want to get your ideas across. Let's face it, people want to know just what applies to them. The best way to grab and hold someone's attention is to figure out who they are and what they want to know.

Recommendation:

Use language your audience knows and feels comfortable with. Take your audience's current level of knowledge into account.

Recommendation:

Address separate audiences separately. Documents that mix material intended for different audiences may confuse readers.

Organizing your content

People read documents and visit websites to get answers. They want to know how to do something or what happens if they don't do something and they want to gain this knowledge quickly. Organize your document to respond to these concerns.

Recommendation:

Start by stating the document's purpose and its bottom line. Eliminate filler and unnecessary content. Put the most important information at the beginning and include background information toward the end.

Recommendation:

Put general information first, and specialized information or exceptions to the general information, later. That way, the material that addresses most readers in most situations comes first.

Recommendation:

Limit levels to three or fewer. Crafting documents with four, five, or even more levels makes it difficult for your audience to keep track of where they are in the structure of your document.

² <https://plainlanguage.gov/>

Using singular 'you'

Remember that even though your document may affect a thousand or a million people, you are speaking to the one person who is reading it. When your writing reflects this, it's more personal and has a greater impact.

Recommendation:

Use "you" to address the user directly, rather than using "he or she" or "his or her."

Using useful headings

The best-organized document will still be difficult for users to follow if they can't see how it's organized. An effective way to reveal your document's organization is to use lots of useful headings.

There are three types of headings —

Table 1: Types of headings

Type of heading	What it is	Example
Question Heading	A heading in the form of a question	Why should I register?
Statement Heading	A heading that uses a noun and a verb	The importance of UAEPASS
Topic Heading	A heading that is a word or short phrase	Registration

Recommendation:

Use headings to organize your writing. This makes your content more understandable and user-friendly.

Writing short sections

Short sections break up material and text appears easier to comprehend. Long, dense sections with no white space are visually unappealing, and give the impression your document is difficult to understand.

Recommendation:

Write short paragraphs of no more than 70 words. Lengthy paragraphs make it hard to understand the essence.

Using active voice

Active voice makes it clear who is doing what. Passive voice obscures who is responsible for what and is one of the biggest problems with government documents.

Recommendation:

Instead of “It must be done”, say: “You must do it.” Instead of “It has been established”, say: “Our team has established it”.

Here are other examples:

Table 2: Passive vs Active

Passive voice	Active voice
The lake was polluted by the company.	The company polluted the lake.
New regulations were proposed.	We proposed new regulations.
The following information must be included in the application for it to be considered complete.	You must include the following information in your application.
Regulations have been proposed by the Department of Health.	The Department of Health proposed new regulations.

When can you use passive voice?

You can use passive voice when one action follows another as a matter of law, and there is no actor for the second action. You might also use passive when it doesn't matter who is doing an action.

Example: If you do not pay the rent fees by the end of November, your lease will be terminated...

Using simple verbs

Present tense is the simplest and strongest form of a verb. It is more immediate, less complicated and makes your document more direct and forceful.

Recommendation:

Use the simplest form of a verb. Avoid conditional or future tense.

Example:

Table 3: using simple form of verbs

Don't say	Say
These sections describe types of information that would satisfy the application requirements of Circular Z-600 as it would apply to this philanthropy program.	These sections tell you how to meet the requirements of Circular Z-600 for this philanthropy program.

Even if you are covering an event that occurred in the past, you can clarify the material for your user by writing as much as possible in the present tense.

Table 4: using simple form of verbs

Don't say	Say
Applicants who were Federal employees at the time that the injury was sustained should have filed a compensation request at that time. Failure to do so could have an effect on the degree to which the applicant can be covered under this part.	You may not be covered under this part if: a. You were a Federal employee at the time of the injury; and b. You did not file a claim at that time.

Nouns and pronouns

Nouns add substance and direction. Pronouns engage your audience. Don't complicate things by using words they won't understand or abbreviations that confuse them.

Using successive nouns

Don't turn verbs into nouns. Readability suffers when three words that are ordinarily separate nouns follow in succession. Once you get past three, the string becomes unbearable.

Recommendation:

Bring multiple noun constructions under control by eliminating descriptive words that aren't essential. If you can't do that, open up the construction by using more prepositions and articles to clarify the relationships among the words.

Table 5: Avoiding noun strings

Avoid nouns strings like these	Instead, say
Underground mine worker safety protection procedures development	Developing procedures to protect the safety of workers in underground mines
Draft laboratory animal rights protection regulations	Draft regulations to protect the rights of laboratory animals
National Highway Traffic Safety Administration’s automobile seat belt interlock rule	The National Highway Traffic Safety Administration’s interlock rule applies to automotive seat belts

Using pronouns

Using “you” pulls users into your document and makes it relevant to them. When you use “you” to address users, they are more likely to understand what their responsibility is. Using “we” to refer to your agency makes your agency more approachable. It also makes your sentences shorter and your document easier to read.

Recommendation:

Use pronouns to speak directly to readers. Use “you” to address the user, and “we” to refer to your entity.

Example:

Table 6: speak directly to the reader/user

Don’t say	Say
Copies of tax returns must be provided.	You must provide copies of your tax returns.
Facilities in regional and district offices are available to the public during normal business hours for requesting copies of agency records.	If you are a private citizen, you can get copies of our records at any regional or district office ...

Recommendation:

State in the beginning of the document who the user is — This regulation tells you, the loan applicant, how to secure a loan.

Recommendation:

Define “you” in the definitions section — “You” means a loan applicant.

Using concise narrative

Concise usually implies that unnecessary details or verbiage have been eliminated from a wordy statement. Succinct, on the other hand, implies that the message is as originally composed and is expressed in as few words as possible: a succinct statement of the topic.

Recommendation:

By eliminating excess words, you create an enjoyable rhythm and a pleasurable reader experience. You communicate your message with more clarity and strength.

Using short, simple words

Vocabulary choice is an important part of communicating clearly. While there is no problem with being expressive, most government writing has no place for literary flair. People do not curl up in front of the AC with a nice federal regulation to have a relaxing read.

Recommendation:

Whether you're writing a memo, a web page, or an annual report, you should stick to simple words. Using big words might make you feel important or intelligent, but they won't help you make your point any better; in fact, they will probably confuse more people than they impress.³

Unnecessary words

Wordy, dense construction is one of the biggest problems in government writing. Nothing is more confusing to the user than long, complex sentences containing multiple phrases and clauses. Unnecessary words come in all shapes and sizes, and it's difficult to put them into distinct categories. To address the problem, writers must become more critical of their own writing. They must consider whether they need every word.

³ <https://www.businessknowhow.com/growth/words.htm>

Recommendation:

Consider using necessary words only and delete redundant words. Look into the following examples:

Table 7: using necessary words only

Don't say	Say
a number of	several, a few, many
a sufficient number of	enough
at this point in time	now
is able to	can
on a monthly basis	monthly
on the ground that	because
an amount of X	X
be responsible for	must
in order to	to

Recommendation:

Avoid **doublets and triplets**. Sometimes, writers love to repeat the same concept by using different words. Look into the following samples:

Table 8: Avoiding doublets and triplets

Don't say	Say
due and payable	due
cease and desist	stop
knowledge and information	(either one)
begin and commence	start

Using consistent terms

You will confuse your audience if you use different terms for the same concept. For example, if you use the term “senior citizens” to refer to a group, continue to use this term throughout your document. Don't substitute another term, such as “the elderly” or “the aged.” Using a different term may cause the reader to wonder if you are referring to the same group.

Recommendation:

Use the same term consistently for a specific thought or object.

Using technical language

We do not advise using jargon, but what do we mean by jargon? Jargon is unnecessarily complicated, technical language used to impress, rather than to inform your audience. Writing in jargon can cause misunderstanding or alienation, even if your only readers are specialists. Readers complain about jargon more than any other writing fault, because writers often fail to realize that terms they know well may be difficult or meaningless to their audience.

Recommendation:

Try to substitute jargon with everyday language, as often as possible. Consider the following pairs. The plainer version conveys technical information just as accurately as and more clearly than the jargon-laden version.

Table 9: Use plain language

Don't say	Say
riverine avifauna	river birds
involuntarily undomiciled	homeless
The patient is being given positive-pressure ventilatory support.	The patient is on a respirator.
Most refractory coatings to date exhibit a lack of reliability when subject to the impingement of entrained particulate matter in the propellant stream under extended firing durations.	The exhaust gas eventually damages the coating of most existing ceramics.

Writing short sentences

Complexity is the greatest enemy of clear communication. Long, complicated sentences often mean that you aren't sure about what you want to say.

Recommendation:

Use short sentences when writing for the web. Short sentences are better for conveying complex information as they break up the information into smaller, easier-to-process units.

Table 10: Using short sentences

Don't say	Say
Once the candidate's goals are established, one or more potential employers are identified. A preliminary proposal for presentation to the employer is developed. The proposal is presented to an employer who agrees to negotiate an individualized job that meets the employment needs of the applicant and real business needs of the employer.	Once we establish your goals, we identify one or more potential employers. We prepare a preliminary proposal to present to an employer who agrees to negotiate a job that meets both his and your employment needs.

Double negatives

When we write in the negative, we place another stumbling block in the audience's way and make it more difficult for them to understand us. When you write a sentence containing two negatives, they cancel each other out, but not everyone can instantly analyze the sentence and grasp it.

Recommendation:

Try to avoid negative form when writing. And never use double negatives in one sentence.

Table 11: Avoiding negative form

Don't say	Say
No approval of any noise compatibility program, or any portion of a program, may be implied in the absence of the agency's express approval.	You must get the agency's express approval for any noise compatibility program or any portion of a program.

Using exceptions

When you start a sentence with an introductory phrase or clause beginning with "except," you almost certainly force the reader to re-read your sentence. You are stating an exception to a rule before you have stated the underlying rule. The audience

must absorb the exception, then the rule, and then usually has to go back to grasp the relationship between the two.

Recommendation:

Begin your sentence with the main idea, then cover the exceptions and conditions.

Table 12: Starting with the main idea

Don't say	Say
Except as described in paragraph (b), the Division Manager will not begin the statutory 180-day review period for the program until after the preliminary review determines that your submission is administratively complete.	The Division Manager will not begin the statutory 180-day review period for the program until the preliminary review determines that your submission is administratively complete. However, see paragraph (b) for an exception.

Recommendation:

If an exception or condition is **long** and the main clause is **short**, put the main clause first and then state the exception or condition.

Table 13: Putting the main clause first

Don't say	Say
Except when you submitted an identical application for an education grant in the previous year and you received full or partial grant for that year's program, we will schedule a hearing on your application.	We will schedule a hearing on your application, <i>except when you submitted an identical application for an education grant in the previous year and you received full or partial grant for that year's program.</i>

Long and short paragraphs

Long paragraphs discourage your audience from even trying to understand your material. Short paragraphs are easier to read and understand.

Recommendation:

Use short paragraphs. Writing experts recommend paragraphs of no more than 150 words in three to eight sentences. Short paragraphs make it possible for you to open

up your document and create more white space. It makes your writing more inviting and easier to read.

Recommendation:

Vary the lengths of your paragraphs to make them more interesting. As with sentence length, if all paragraphs are the same size your writing will be choppy. There is nothing wrong with an occasional one-sentence paragraph.

Using lists

Vertical lists highlight a series of requirements or other information in a visually clear way. Use vertical lists to help your user focus on important material. Vertical lists are also helpful in clarifying the chronological order of steps in a process. With these lists, consider numbering the items to suggest the order of steps.

Recommendation:

Use bulleted lists in place of long series or text lists. Use numbered lists to express chronological order.

Table 14: Using numbered lists

Vertical list suggests the correct order of events
When a foreign student presents a completed Form I-20: <ol style="list-style-type: none">1. Enter the student’s admission number from Form 94;2. Endorse all copies of the form;3. Return a copy to the student; and4. Send a copy to the Immigration and Naturalization Service.

Testing your web content

Testing your web texts should be an integral part of your planning and writing process. Start as soon as you have enough material to test. Test as early as you can in the project, whether you’re creating something new or making revisions.

Recommendation:

Test all your webpages. Make corrections based on feedback, and test again. Iteration is part of what makes usability testing so effective.

Types of testing

You can use several techniques to help you improve your content so that the final version will be successful:

- **Paraphrase Testing:** individual interviews, best for short documents, short web pages, and to test the questions on a survey
- **Usability Testing:** individual interviews, best for longer documents and websites where finding the right information is important; also best for forms.
- **Controlled Comparative Studies:** large scale studies where you don't meet the people but you collect statistics on responses; use paraphrase testing and usability testing on a smaller scale first.

Recommendation:

Content teams at Government entities should have plans for content testing. These plans adopt the three mentioned techniques, and are used in iteration to improve texts and contents.

Section 3: Mobile content

Readers using small screens interact with the content you write in a different way. On traditional screens, eye-movements tend to start at the upper left corner and move right and then down. On mobile devices, eye-movements tend to stay in the center of the screen. So the way people are engaging with your text on a mobile device is fundamentally different from the way they engage with content on a larger screen. Your mobile content writing needs to reflect this reality. How do you create a mobile-optimized copy? Following are some critical lessons and guidelines:

Amount of content on mobile⁴

Publishing area on a mobile phone is smaller than that of a laptop. The user on a laptop can move freely with a large amount of content while on a mobile phone, there is a narrow space.

Recommendation:

Minimize the amount of information that is put on each page compared to desktop/laptop versions by providing a dedicated mobile version or a responsive design:

Recommendation:

Adapt the length of link text to the viewport width.

⁴ <https://www.w3.org/TR/mobile-accessibility-mapping/>

Error Messages⁵

When you write error messages, focus on minimizing the frustration users feel when they face a problem in interacting with a form. The way you deliver an error message can have a tremendous impact on how users perceive it.

Recommendation:

An error message like, “You’ve entered a wrong number” puts all of the blame on the user; as a result, the user might get frustrated and abandon the app. Write a copy that sounds neutral or positive. A neutral message sounds like, “That number is incorrect.”

Recommendation:

Avoid vague or general error messages. Messages like “Something went wrong. Please, try again later” don’t say much to users. Users will wonder what *exactly* went wrong. Always try to explain the root cause of a problem. Make sure users know how to fix errors.

Golden triangle

The “golden triangle” is a viewing pattern in which web users primarily view the upper left corner of a website or search engine results pages (SERPs). The principle is derived from eye-tracking studies, in which the majority of rapid eye movement covers a triangular region.

Jakob Nielsen’s research on the golden triangle gave rise to the “F-shaped pattern” for viewing web content. This is another nugget of wisdom that, for mobile readers, is passé.

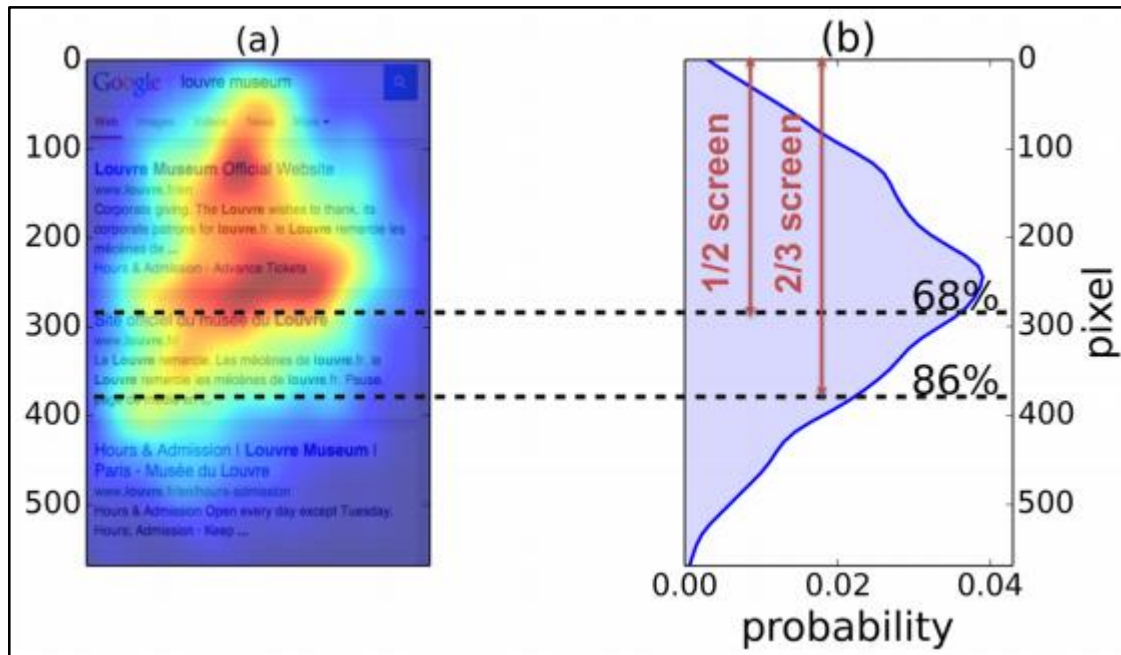
This principle no longer applies in the era of mobile readers. There’s not enough screen real estate for horizontal sweeps and vertical movement.

Instead, viewers look primarily at the center of the screen as indicated in this eye-tracking study from Briggsby.

Figure 1:⁶ Mobile phone’s golden triangle

⁵ <https://www.smashingmagazine.com>

⁶ <https://www.briggsby.com/how-do-users-interact-with-serps-on-mobile-devices/>



As the image indicates, users give 68% of their time/attention to the center and top half, and 86% to the upper two-third of the page. Anything below this point on the screen is less read.

Recommendation:

When writing for the mobile, place the most important and high priority content in the center of the screen.

Images vs text

Eye-tracking studies indicate that mobile users look at images more than they look at text.

Recommendation:

Use fewer images. They take up precious screen space. If the image doesn't advance your point, don't use it for mobile.

Concise writing for mobile

For mobile content, concise writing is essential. In this case, the necessity has more to do with the screen size than the user's attention span. Your goal is to present the user with as much on-screen information as possible without requiring the user to swipe or tap. The more cogently you can express an idea, the better.

Unfortunately, some mobile copywriters are advised to write less. This counsel is wrong. Longer content is still appropriate. Instead of shortening your content, tighten your writing.

Recommendation:

Make your content as long or as short as it needs to be. Do not force yourself into some preconceived idea about what constitutes the right length of an article. Instead, wipe your article clean of anything that's unnecessary.

Headlines

Your headline doesn't need to take up several screens of space. Short and sweet are better. Why? Lengthy headlines get lost below the fold. Short headlines are easily viewed in a quick scan. Much of the responsibility for this, of course, rests with the designer. Mobile designers should realize that they don't need to create monstrous titles on mobile devices.

Recommendation:

Help mobile designers (and readers) by condensing your titles to the essentials.

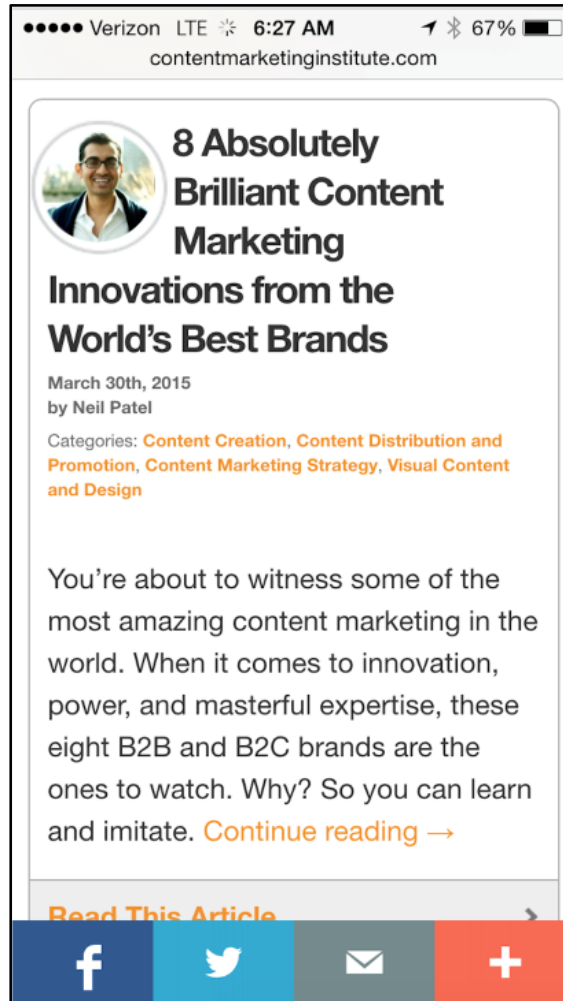
Front-load content

With desktop viewing, you have plenty of above-the-fold contents. In some website designs, you can have four or five paragraphs visible – no scrolling required. Things are a bit tighter with mobile.

Recommendation:

When writing for mobile, start your articles with a few attention-grabbing lines. See the following sample:

Figure 2: An article with an attention-grabbing title



The content starts with a few sentences crafted to attract the reader's attention. These sentences previewed the content and pointed to a takeaway. Most importantly, the first sentence raised expectations and grabbed attention.

Paragraphs in mobile writing

Cognitively, a viewer considers a paragraph to be a complete thought. If that thought is too long, then the reader will get impatient and move on.

Paragraphs also cause the eyes to move in a predictable and consistent rhythm through the article.

Recommendation:

Instead of long paragraphs, write a series of short, staccato paragraphs. The reader keeps moving from paragraph to paragraph consistently and completely.

Here's a great example of a writer who uses short paragraphs to break up his content into readable chunks. It's the perfect method for mobile.

Figure 3: Short paragraphs for mobile



Accessible content⁷

A solid wall of text can scare readers off before they find the value in your content. Smaller paragraphs are preferable to longer ones – they are easier to scan and less intimidating.

Recommendation:

Break your content into easily scannable sections with bold, descriptive subheadings so readers can swipe through the article and find what they are truly interested in.

Where logical, inject bullet lists that do some or all of the following:

- Highlight key points you want to get across

⁷ <https://www.brafton.com/blog/contsent-writing/4-writing-tips-to-craft-your-content-for-mobile-readers/>

- Provide bite-size takeaways from the article
- Include actionable advice or directions.

Short solid headlines

Long headlines can take up most of the screen on a small mobile device. Short headlines are easy to scan and digest on a mobile device.

Recommendation:

You need to create short and strong headlines that grab attention without taking up the whole screen.

Starting strong

Since your readers are out and about, they want to decide quickly whether it is worth it to read your content.

Recommendation:

Since so little of your content is on display at one time, you will want to start with your most powerful point. Make the strongest claim or biggest promise upfront so that your readers want to continue below-the-fold to find out what you are going to say.

Brief paragraphs

Think about how your text is going to appear on the small screen. A paragraph of more than five or six sentences is going to become a wall of text that is hard to decipher. Short paragraphs are easier to follow on a mobile device. You will want to keep this in mind for mobile content writing.

Recommendation:

A paragraph of one sentence may be acceptable on the mobile screen. Too long paragraphs are hard to absorb.

Focus and not fluff

In your mobile content writing, you want to be laser-focused on your topic. Your readers are on-the-go, and they want to get the essentials quickly. They do not have time for fluff or distractions.

Recommendation:

Say what you need to make your point and finish up. Eliminate any unnecessary verbiage or digressions from your main point.

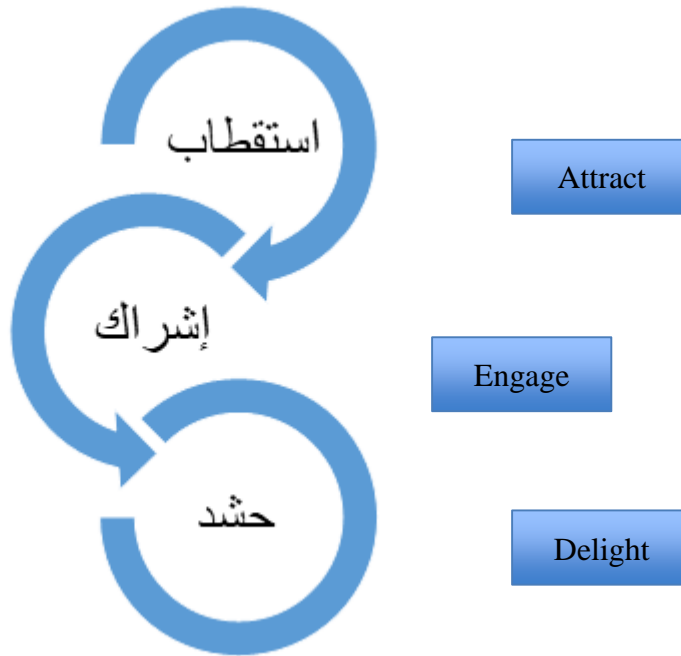
Section 4: Web content strategy⁸

Strategy is what makes good content. By strategy we mean managing content consistently, considering the higher goals, adopting an accurate governance system, and taking into account clear performance indicators. Government agencies must develop their digital content according to the general direction of the organization and in a way that serves the UAE's strategies, and at the same time meets the needs of customers.

In general, good content:

- Attracts the right people to the site
- Engages those people into leads
- Delights customers and turns them into promoters of the brand.

Figure 4: the three roles of good content



Recommendation:

⁸ The main reference for this section is the book "Content Strategy for the Web" by Kristina Halvorson and Mellissa Rach.

The content writer must have a plan to measure content consumer satisfaction. This plan may include polls, feedback, social media and others.

Why strategize your content

Content strategy is the discipline that fulfils business requirements through content creation and distribution. Content strategy in one aspect means that we pause and ask, "What should we prepare? And why?"

Recommendation:

Content makers must possess a methodology that includes clear criteria for producing content, based on the customers' needs. The methodology must have a mechanism for identifying those needs, assessing content accordingly and developing it from time to time.

Content objectives

Content is only worthy if it does the following:

- Supports key organizational objective/s
- Fulfills users' needs.

Recommendation:

Check your content to ensure that most of it serves at least one of the two objectives above. Test your website regularly and remove any content that does not do so.

Content strategy components

A content strategy must include the following three components:

- Determine how to use content to meet the organization's goals and users' expectations
- Define the features of decisions related to the content throughout its existence, starting from discovering the need for it, and ending with its deletion
- Set criteria to measure the success of the content.

The four pillars of content strategy

Content strategy must include the following pillars:

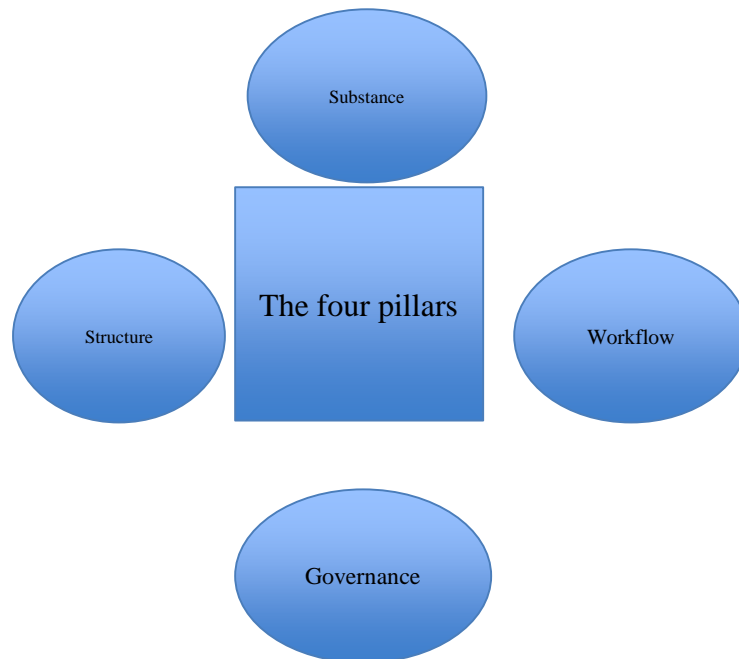
Substance: What types of content do we need (topics, genres, resources, messages, etc.)

Structure: How is content prioritized, organized, formatted, and displayed? (This includes information architecture, metadata, data modeling etc.)

Workflow: What are the sequential stages, tools and human resources required to successfully complete the content production process and maintain quality consistently.

Governance: How major decisions are made regarding a content strategy.

Figure 5: The four pillars of content strategy



Recommendation:

For each pillar of the content strategy, web content teams must have policy documents as references. These documents could be developed with the strategy in place.

Content strategist

Although the content strategy is the outcome of the team's efforts, it is the content strategist who is primarily in charge of the strategy. The following are the roles and responsibilities of a content strategist:

- They advocate content in front of the various parties in the organization

- They supervise data analysis outputs and use it to persuade stakeholders to make smart decisions about content
- They provide recommendations for content development based on business and user needs

Recommendation:

The content team needs to have one member to be responsible for the roles of a content strategy. Big organizations with big websites or multiple websites need to have a person fully dedicated for this function. This person synthesizes input from a variety of people, including web writers and editors, information architects, SEO practitioners, database managers, and subject matter experts.

Content audit

Web content auditing begins with an inventory of content currently in place. Auditing can be one of the most powerful tools a content manager can use to create a business case for any web content project. Content auditing is an essential step in developing a content strategy. There are three types of content auditing:

Quantitative Inventory: making a list of the content you have

Regular qualitative audit: comparing your content based on relevant best practices

Strategic qualitative audit: looking at how your content measures your strategic objectives (business and user).

The strategic qualitative audit helps you to identify the gaps between the current reality and the intended goal, i.e. the next steps.

Recommendation:

If you want to initiate the development of a strategy for your organization’s content, the starting point is to check existing content in order to analyze it and identify gaps.

Qualitative audit factors

Table 15: Qualitative audit factors

Factor	Description	Scale of categorization
Usability	Is the content too short or too long? Does the content have subtitles? Are there excessive or limited text links? Are there typos or poor quality graphics? (You need to measure each content section)	Use a rating scale (1-5; poor, satisfactory, good, very good excellent etc)

Knowledge level	If your topic is complicated in some way, you may want to judge how much prior knowledge a user needs to understand it. Is the content clear and understandable to the audience?	Use a rating scale
Findability	Does the content appear easily while browsing or by searching the site? Is the metadata appropriate?	Use a rating scale
Actionability	Are there clear calls-to-action? This applies whether you want them to 'get the service' or just 'tell a friend' about your content.	Use a rating scale
Audience	Not every page of your site is for every user. If you have several main audiences for content, define the top 3 in advance.	Pick from a predefined list of target audiences.
Accuracy	Inaccurate or out-of-date content can mislead your users, be plain embarrassing, or could expose the entity to a lawsuit. You may need to engage subject matter experts in this part of the audit to help identify what is outdated or incorrect.	Use a rating scale
Business/Strategic value	In addition to meeting the audience's needs, the content must be useful in achieving the organization's goals and key performance indicators.	Pick from a predefined list of goals or KPIs.
Message	It is important to include in the strategy a list of the key messages you want the content to convey to the audience.	Pick from a predefined list of key messages.
Brand/voice appropriateness	Does the content accurately reflect the organization's logo, brand and values?	Use a rating scale

Recommendation:

Develop an audit plan that ensures you audit your content once in a year. Use the aforementioned nine factors.

Recommendation:

Use spreadsheet and mark your website pages with page ID numbers. For small websites use basic spreadsheets; for complex ones use spreadsheet 2.0.

Content stakeholders

The two most critical skills of a content strategist are outreach and alignment. That's why they need to know their stakeholders within and outside the organization. Here are the types of stakeholders that a content strategist may need:

Strategic decision makers: chairmen, DGs, decision makers etc.

Funders: financial department, funding departments etc.

Champions: those who represent you, believe in the value of your project and advocate it in other departments or other entities

Showstoppers: those who have no official power, but could stop the project in its tracks. Example is the CEO's henchman

Interested others: people who have tangential interests in your project.

Recommendation:

Develop a content partner methodology that includes categorized lists of stakeholders based on the above categories. Include stakeholders in the appropriate business procedures/processes, and review methodologies periodically. The methodology includes when and how you will communicate with your stakeholders to develop content projects or to make changes in the current content.

Workflow and Governance

When it comes to content management, it is crucial to know who the participants are and how the content process is going before re-designing and creating new content.

Any process of creating content includes the following five phases:

- Submitting a request to create, update or remove content on the website.
- Reviewing the application by the content development team, and evaluating the feasibility of the required content
- Creating content including text, graphics, audio and video
- Approving content from business owners and other stakeholders
- Publishing content.

Recommendation:

All content producers/creators in the entity must refer to a unified workflow that has clear tasks and schedule from request to publication to archiving.

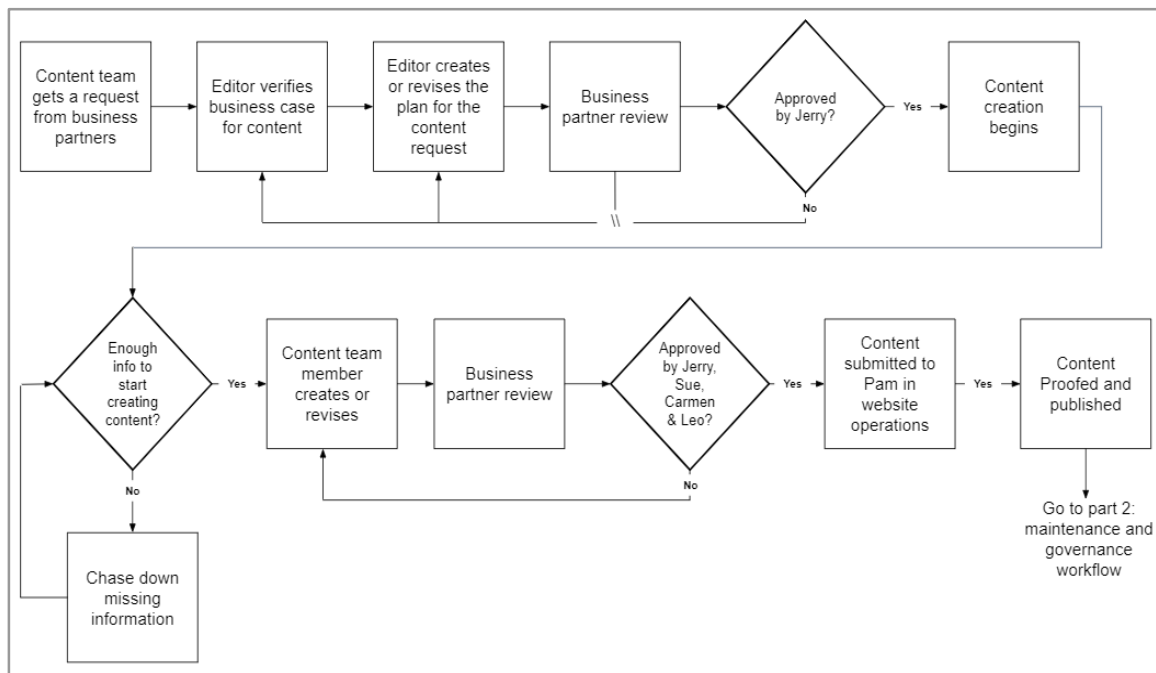
Recommendation:

The existence of a process is not enough. A content strategist needs to ensure the process is documented. They also need to orient all concerned teams and stakeholders of the process workflow and ensure everyone is aware of their role within the process.

Recommendation:

This is a template for a content management workflow that teams can simulate.

Figure 6: A sample template for content management process



(How content is created, maintained and managed.)

Recommendation:

For each of these four topics you need to have documentation based on collaboration with stakeholders. These documents change from time to time based on new trends or objectives.

User research

Success management of a website depends on understanding the users; who they are, what they want and how they interact with the entity. User analysis can be conducted through several methods:

- Interviews: usually conducted in person
- Surveys: multiple choice, fill-in-the-blank, open-ended questions
- A/B test: a comparison of how different version of pages perform on the website
- Website analytics: statistics about how visitors use the website
- Reputation analytics: measurement of how people are talking about your organization on social media
- Search and keyword analytics: the words people use when they look for content through search engines and search on your website
- Focus groups: group discussions where several users answer your question about certain related topics
- Customer service analysis: analyzing most frequently asked questions and requests from customers.

Recommendation:

Government entities need to analyze their users on a regular basis (yearly or biannually). Analysis results need to be documented and kept for reference and reiteration. Optimally, all the aforementioned methods can be used. However, for small websites, part of the methods can be enough.

Competitors' analysis

Even for government entities, content benchmarking is essential. For a ministry, a competitor means one in another country that has the same specialization. Ministries of Education in the Arab region, for example, can be analyzed to develop the website of the Ministry of Education in one country.

When analyzing your competitors' websites, you may look at the following questions:

How are their websites organized? (IA comparison, labeling comparison etc.)

What topics are covered? What content are you missing...

What content formats are available? Texts, podcasts, videos ...

What is their brand and messaging like? This provides you the opportunity to stand out of the crowd by creating content that reflects your unique brand and is clear.

Recommendation:

You must conduct a comprehensive and competitive analysis, once a year. This analysis can help you identify where the “competitors” are and how they are

approaching their area of specialization. It can help you discover strategic areas where you can even improve your content and online presence.

Metadata and tagging

Metadata is the data that provides information about other data. It summarizes key information about data, making it easier to find and deal with specific cases of data. Metadata can be created manually to be more accurate and to contain more basic information. Every organization should have a data policy that defines the basis on which metadata is defined; such as:

- accurate description of the content
- distinguishing characteristics and signs.

Recommendation:

Content management teams need to have a reference metadata policy that defines how metadata is created and maintained over time and across all platforms.

Governance

A good content strategy includes a clear presentation of how key decisions about content and the content strategy are made, and how changes are initiated and communicated.

Recommendation:

Governance should be maintained within the workflow processes.

The responsible people within the content team

Behind every content project, there are enough people to maintain the effectiveness and timeliness of the content. Here are some of the common roles you need to consider for your content team.

Web editor-in-chief: This person helps to establish and enforce all web content policies, standards and guidelines. This is the one who is ultimately responsible for setting and communicating standards that will shape the web content whether on the corporate website, intranet, social media or anywhere else your entity distributes content on the web.

Web manager or editor: This person plans and oversees the publication of content. This may involve writing original copies, or coordinating and editing contributions from others. He/She also maintains the editorial calendar and maintenance plan.

Content creator

The content creator is not just someone who can write, although writing skill is an important component of this person's skills. A content creator develops all required content (text, video, image etc.), and ensures that it conforms with the web SEO requirements and best practices.

SEO specialist

For critical and big websites, a full-time SEO specialist might be indispensable. For all websites, a medium level of SEO skills is required for those working in content management. This person looks for ways to improve and track SEO performance, identifies the proper keywords based on research and business goals and educates content creators on SEO.

Recommendation:

These are some of the common roles that entities need for a content team. These roles do not need to be job titles, especially for small websites, as they are areas of responsibilities. One person may fulfill several of these roles at once or there may be several people with the same role. It depends on your entity's situation.

Content management

Having defined and assigned appropriate roles, you need to make sure they are all working together as efficiently and productively as possible. A content creation process follows these four phases:

Conceptualize Create Revise Approve

Recommendation:

You need to have documented processes that meet the four main phases mentioned above.

However, the content development process must have the following four sub-processes:

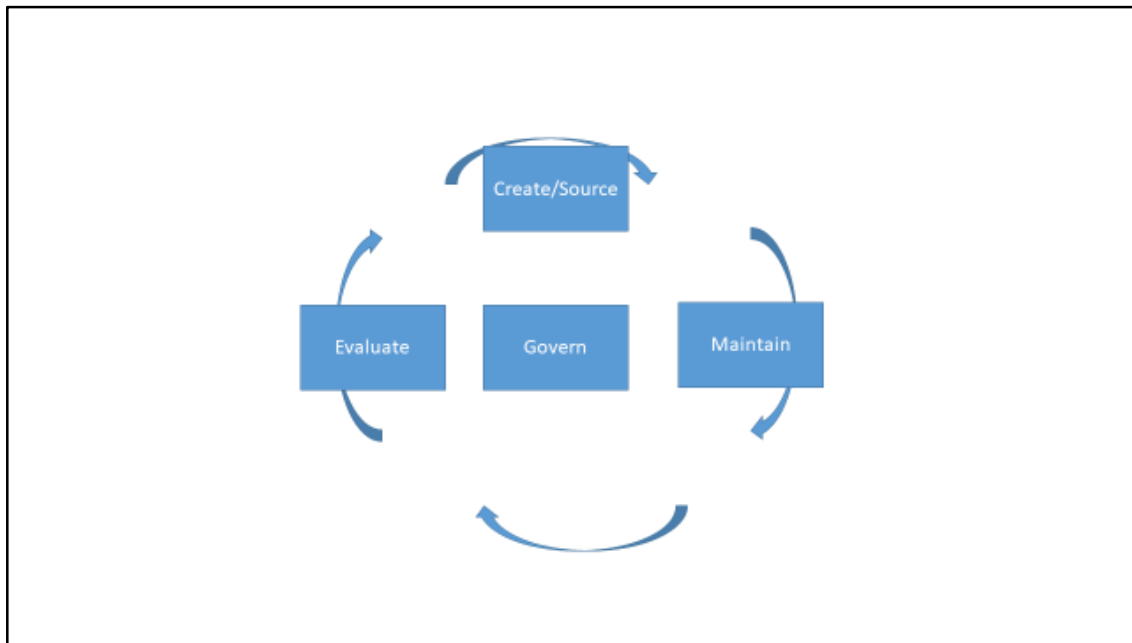
- Create/source new content: common tasks include planning, creating, revising, approving, testing and publishing

- Maintain existing content: it is critically important that you maintain the content over time for accuracy, consistency, and audience relevance
- Evaluate content effectiveness: you need to evaluate your content regularly to add, improve, fix, or remove content.
- Govern strategies, plans, policies, and procedures: once your content strategy is complete, you can ensure your strategies and plans are actionable and up-to-date with governance. Governance will help you create and maintain processes, policies and guidelines.

Recommendation:

Your content management plan must be dynamic and with continuous lifecycle:

Figure 7: the content management lifecycle



Measuring success

How to measure the success of your efforts in content so you know whether it is serving your goals and meeting your customers' expectations? Here are some key performance indicators (KPIs) to measure your content strategy:

- Unique page visits
- Number of downloads
- Time spent on page
- Inbound links
- Shares

- Conversion rates
- Followers or subscribers.

Recommendation:

Create your own list of content KPIs, and keep revising these indicators based on your needs and developments.

Section 5: Future trends in web content

This section reviews future trends in content creation and deals with tools, strategies and tactics that can be followed to stay in touch with fast-paced changes.

Artificial intelligence

Enforcing brand and style guidelines across content silos is one of the issues faced by large businesses and government entities. But this is not the only challenge. Here are some others:

- Maintaining quality and consistency among thousands of pages and writers
- Ensuring that all content has one clear voice
- Using the corporate and product terminology
- Creating sufficient content to meet their business objectives
- Translating content into many languages
- Publishing content efficiently
- Ensuring that content achieves business results
- Targeting their content for many different audiences, each with individual needs.

With the advancement of the 4th IR technologies, all of these main points could be achieved with the use of AI.

Recommendation:

Government organizations with large websites need to make sure there is a plan in place to automate as many tasks as possible with the help of AI to allow content writers to focus on what they do best – write content, which will remain far from the reach of AI for a long time to come.

Recommendation:

Content managers should get trained to use AI tools and software related to content. An example of these tools is Grammarly which combines machine learning with a

variety of natural language processing approaches. However, it has been found that Grammarly is not always right. Content writers should be able to decide when to accept and when to ignore Grammarly changes.

Artificial intelligence tools for content

Time-consuming activities like content creation and content curation **can be cut by adopting marketing automation software**. Through automation, marketers can achieve greater levels of customization, thereby enhancing customer experiences. Here are some tools that can help you automate content creation:

Table 16: AI tools for content professionals

Tool	Function
Hotspot content strategy tool	It's a tool that helps you discover what to write about, organise it into topics that build authority, and track the ROI of your content efforts.
Magisto	This tool helps you create videos quickly and for almost no cost. You can feed this tool with photos and videos you want to merge and select the editing style and the soundtrack from the library. The AI will process it, analyse it and create a smooth video in colours and look.
Lumen 5	This tool tries to understand what your text talks about and tries to find matching photos from free (and stock) photo libraries. From a given text content, like a blog post, it “will automatically fetch the content and populate your storyboard.”
GauGAN	This AI-based tool is capable of filling in photo-realistic details based on little more than colour tones and text labels. It is based on “Generative adversarial network” also shortened as GAN” algorithms.
Ghostwriter.ai Content Creator	This tool helps to generate long text, like reports, news articles, blog posts. Once you’ve decided what to talk about, you can select three articles and feed the creator . The system starts to extract

	value for you, and it will send you an email once the selection is ready to go.
Curata	This AI curation tool finds articles from the web that can be interesting for your audience.
Scoop it!	This tool helps you distribute your contents by scheduling them when your readers are most likely to be online.

Recommendation:

Although we recommend that you familiarize yourself with these tools and their functions, we think that there are other useful tools on the Internet. You can search for these tools, to explore which one is more appropriate to your needs.

Future Content related jobs

Content marketing has been around for decades, and it’s evolved quite a bit since its early days. Now, organizations across nearly every industry use content marketing as part of their marketing strategies. The following occupations are part of the cadre in demand in the current content world. However, each organization must decide its needs based on its size, role and online presence. Also, these jobs might not be full time ones. Rather, they can be skills within the current jobs.

Chief Content Officer

A chief content officer (CCO) is a corporate executive responsible for the multi-channel publication of the organization's content (text, video, audio, animation, etc.). The CCO is usually an [executive](#) role or [senior vice president](#) position, typically reporting to the [chief executive officer](#) or the [president](#) of the organization. The CCO oversees all marketing content initiatives, both internal and external, across multiple platforms and formats to drive sales, engagement, retention, leads and positive customer behavior. This individual is an expert in all things related to content and channel optimization, brand consistency, segmentation and localization, analytics and meaningful measurement.⁹

⁹ <http://webmindset.net/the-chief-content-officer-cco-job-description/>

The position collaborates with the departments of public relations, communications, marketing, customer service, IT and human resources to help define both the brand story and the story as interpreted by the customer.

This position is required for organizations that produce huge amounts of content and have numerous websites and social media accounts in addition to offline publications.

Content Distribution Expert

Every organization creating content also needs to distribute it, and marketers are learning that simply sharing links to their content on Twitter is not enough. That's where the distribution expert comes in.

There are many ways to reach audiences online, and this person knows them all. She understands multiple social media networks, the audiences unique to each, and how to best promote content on each one. She stays up-to-date on the latest platforms, and she's familiar with the programs to measure her approach and strengthen her team's online communities.

How to Land this job?

Become an expert in all things social media. Join and be active on diverse platforms, and keep your eye out for up-and-coming networks. Study what makes content successful on each platform and how brands — not just individual users — use it to reach certain audiences.¹⁰

Audience Advocate

All communication teams connect their brand to their audience. To do that, they need to know who their audience truly is — and that's where the audience advocate shines. Better than anyone, this person understands her brand's audience. Through continuous research, she understands the audience's needs, struggles, and passions, and she's able to help her team speak to those audience members in ways that effectively drive them to take action. She's always looking out for her audience's needs, and she's able to use her knowledge to help measurably grow her company's following.

Skills in analytics and empathy will be equally important to landing this role.

¹⁰ <https://www.glassdoor.com/blog/future-marketing-jobs/>

Content Strategist

The key duty of a content strategist is to elaborate the content strategy, which will align with the organization's business scheme and customer's requirements. Creative experts of this field elicit content needs and produce content strategy deliverables during the life-cycle of a project.

Moreover, duties of a content strategist include developing and enforcing editorial guidelines and calendars, metadata frameworks, and content migration plans. Sometimes, content strategists are responsible for keeping track of other employees and freelancers. They often maintain budgets and facilitate the technical integration of content.

Chief Storyteller

Part of the Chief Storyteller's role is telling stories, of course. But a more profound part of their role is listening to stories, and unearthing unexpected connections that have not yet been unearthed. And the most essential part of the role is to develop strategies for which stories should be told where, and how bridging together leadership, marketing, sales and culture communications might create a new and innovative kind of value.

Visual content creator

A visual content creator creates unforgettable, visual content across all spectrums — from stunning photos and animated GIFs to projection mapping and custom VR worlds.

This person will have experience in all aspects of the content creation process, including pitching content ideas, staging shots, capturing event photos, directing video shoots and editing content.

Future skills in the content industry

The following is a list of the skills that content workers need to have, noting that the level of knowledge of these skills varies from one field to another and from one professional position to another. In general, at minimum levels, content workers have to know something about each of these skills:

- Understanding of sales funnels: Just like other marketing channels, the ultimate aim of content marketing is to turn your website visitors into leads and your leads into customers
- Analytical skills: these skills will enable you to easily understand the audience and elicit its expectations

- Ability to distinguish and apply different writing styles as well as the ways to reach the audience with the written word
- Understanding of interaction design principles in order to ensure accessible and usable content
- Familiarity with the legal issues related to the content strategy in order to avoid copyright infringement, plagiarism and so on
- Ability to assess and edit content created by other team members
- Ability to present data in a graphical or pictorial format in an attempt to help people understand its significance
- Podcast production skills
- Data analysis skills: Ability to understand numbers and analyze data sets to come up with improvement plans and strategies
- Understanding the key performance indicators (KPIs) and how to track them. For instance, what are the KPIs for portal management, content usability, brand awareness, lead acquisition, or customer acquisition campaigns?
- Planning skills: Achieving success with content marketing requires planning
- SEO skills: To capture more organic traffic, web content creators need to optimize their content for search engines. And more importantly, optimize their content for keywords that potential buyers are likely to search for
- Technical skills: To thrive in the present technological age, content marketers need technical skills because executing content creation and promotion effectively requires some important tools
- The basics of user experience (UX) design: Web content writers should create information architecture (IA), write effective metadata and manage an ever-changing content inventory
- HTML knowledge: Although content management systems such as WordPress and October CMS have made it easier for content writers to create content without technical knowledge of HTML, writers need to know just the basics of HTML and have workaround knowledge of it to provide content in an organized way.
- Storytelling skills: web content writers need to know how to turn their content into stories that appeal to web users.

Recommendation:

Web writers need to have a skill card that includes the basic skills needed for their work. They should take the needed training to fill any skill gap to do their job effectively.

Video and live-stream

Video content has been the go-to content for brands throughout the past few years. The modern consumer increasingly [expects to receive quality video content](#) which keeps audiences engaged longer than any other type of content.

Live-stream audiences continue to grow as well, with [80% of respondents to a LiveStream survey](#) saying they would rather watch live video than read a blog post.¹¹ We have finally reached the point where people prefer watching video content rather than reading text online.

Guideline: Content creators need to train themselves on the basics of video creations such as: audio conditions, lighting, camera orientation, composition, camera angle etc.

Recommendation:

Organizations need to have a video specifications policy which takes into account the visual aspects as well as content, and strategic alignment.

Here are the basic features of a good video from the content perspective:

- It opens with a bang
- It connects with the audience
- Content is correctly prioritized
- It is concise
- It is authentic
- There is a call to action
- It has titles and captions.

Conversational content

The more a visitor spends time on your site, more are your chances to rank higher on Google and other popular search engines. Plus, if a visitor to your site tends to stay for a longer time, Google treats your site as an authentic and credible source, thereby rewarding you with a boost in your search engine ranking.

¹¹ <https://www.coredna.com/blogs/content-marketing-trends#1>

Recommendation:

To ensure readers spend more time on your website, create engaging content. Use phrases or words that add conversational value to your content and attract more and more people to your content.

Section 6: Storytelling

Storytelling in web content

In her compelling book, *The Story Factor*, Annette Simmons reminds us that we can throw facts and figures at people all day long, but stories hold the real power to change someone's mind.¹²

Simmons outlines six types of stories we can use as humans and marketers to overcome objections:

1. "Who I am" stories
2. "Why I am here" stories
3. "The vision" stories
4. "Teaching" stories
5. "Values-in-action" stories
6. "I know what you are thinking" stories.

The "**Who I am**" and "**why I am here**" stories establish the groundwork you need, to build trust of your audience. The audience naturally assumes you are in it for yourself and these stories allow you to share your motivations.

Vision stories tell how things could be. If you are marketing a product, your vision story might speak of a future state where a problem (that your product solves) no longer exists.

Teaching stories give your audience an opportunity to learn from a mistake without ever having to make it.

Values-in-action stories are similar to vision stories and teaching stories, but they focus on the core values you want to reinforce and provide examples.

The final type of story, the "**I know what you are thinking**", allows you to neutralize concern without that concern ever being raised.

Recommendation:

Content writers need to be aware of all kinds of stories and apply them where needed.

¹² <https://moz.com/blog/storytelling-site-content>

News story

You may hear a radio or TV reporter saying something like “Next, we hear about a man who became rich due to his Instagram account”. This type of story is more attractive and readable than the normal press release.

But a news story is not just about telling an entertaining story. A real news story emotionally connects the receiver with the content, and makes them more understanding of the message.

Recommendation:

When you write a news story make sure it:¹³

- gives users information they can act on (for example a government grant scheme opening for applications)
- gives information users would expect to get directly from the organization rather than through the media (for example information about how changes to public services affect them as public sector employees)
- includes information users need and cannot get from other sources
- is genuine news content
- adds something to existing content.

Case study

Microsoft’s Garage

Figure 8: The Garage Story of Microsoft

¹³ <https://www.gov.uk/guidance/content-design/content-types>



Jennifer Warnick’s “The Garage” focuses on the various engineers, hobbyists and technologists who frequent The Garage, Microsoft’s on-campus innovation lab. Although The Garage itself is a character in Warnick’s story, the overarching themes in the piece are those of people coming together to solve common problems, the sense of camaraderie evident between the thinkers and makers who use the workspace to devise new products and services, and the spirit of experimentation more common among startups rather than old-school tech monoliths like Microsoft. The result was an engaging story about an interesting place, the people who spend time there, and how The Garage fits into Microsoft’s mission to modernize its business in the 21st century.

Characteristics of a good content story¹⁴

A good story has certain characteristics. These include the following:

- **Hook** - The beginning of the story grabs the reader’s attention and inspires him/her to read on
- **Desire** - The author creates a protagonist to achieve a goal
- **Conflict** - The author creates a conflict that the protagonist must deal with before he/she can achieve his/her goal
- **Challenge and Obstacles** - The protagonist must face obstacles and setbacks throughout the story before he/she can achieve the goal

¹⁴ <https://davehood59.wordpress.com/2010/01/20/characteristics-of-a-good-story/>

- **Climax** - The story must include a turning point. Usually, the protagonist confronts the antagonist in the story.
- **Resolution** - In the ending, the author must tie up loose ends and answer any unresolved questions.

Recommendation:

Always begin your story with a hook, create desire in your protagonist, include several types of conflicts, include a climax then resolve the story.

Section 7: Appendix

Appendix A: A checklist of the new version of WCAG 2.1¹⁵

This section summarizes the latest version of Web Content Accessibility Guidelines WCAG 2.1 in a checklist form to be used by government entities to ensure their compliance with the W3C.org.

Level A Checklist

Table 17: Level A of WCAG 2.1 checklist

Guideline	Description	Pass/Fail
1.1.1 – Non-Text Content	Provide text alternatives for non-text content that serves the same purpose.	
1.2.1 – Audio-Only and Video-Only (Pre-Recorded)	Provide an alternative to video-only and audio-only content.	
1.2.2 – Captions (Pre-Recorded)	Provide captions for videos with audio.	
1.2.3 – Audio Description or Media Alternative (Pre-Recorded)	Provide a second alternative for video with sound.	
1.3.1 – Info and Relationships	Provide users with content that has clear structure and relationships.	
1.3.2 – Meaningful Sequence	Present content in a meaningful order.	

¹⁵ <https://www.wuhcag.com/resources/>

1.3.3 – Sensory Characteristics	Use more than one sense for instructions.	
1.4.1 – Use of Colour	Don't use a presentation that relies solely on colour.	
1.4.2 – Audio Control	Don't play audio automatically.	
2.1.1 – Keyboard	Accessible by keyboard only	
2.1.2 – No Keyboard Trap	Don't trap keyboard users	
2.1.4 – Character Key Shortcuts	Provide users a way to turn off or remap character key shortcuts.	
2.2.1 – Timing Adjustable	Time limits have user controls	
2.2.2 – Pause, Stop, Hide	Provide user controls for moving content	
2.3.1 – Three Flashes or Below	No content flashes more than three times per second	
2.4.1 - Bypass Blocks	Provide a 'Skip to Content' link	
2.4.2 – Page Titled	Helpful and clear page title	
2.4.3 – Focus Order	Logical order	
2.4.4 – Link Purpose (In Context)	Every link's purpose is clear from its context	
2.5.1 – Pointer Gestures	Avoid or provide alternatives for multipoint and path-based gestures.	
2.5.2 – Pointer Cancellation	Don't complete functions on the down-click of a pointer.	
2.5.3 – Label in Name	Where an element has a text label, present the same label in the accessible name.	
2.5.4 – Motion Actuation	Functions that are operated by motion can also be operated by interface.	
3.1.1 – Language of Page	Page has a language assigned	

3.2.1 – On Focus	Elements do not change when they receive focus	
3.2.2 – On Input	Elements do not change when they receive input	
3.3.1 – Error Identification	Clearly identify input errors	
3.3.2 – Labels or Instructions	Label elements and give instructions	
4.1.1 – Parsing	No major code errors	
4.1.2 – Name, Role, Value	Build all elements for accessibility	

Level AA Checklist

Table 18: Level AA of WCAG 2.1 checklist

Guideline	Description	Pass/Fail
1.2.4 – Captions (Live)	Add captions to live videos.	
1.2.5 – Audio Description (Pre-Recorded)	Provide audio description for pre-recorded videos.	
1.3.4 – Orientation	Your website adapts to portrait and landscape views without losing meaning or function.	
1.3.5 – Identify Input Purpose	The purpose of input fields must be clear and machine-readable.	
1.4.3 – Contrast (Minimum)	The contrast ratio between text and background is at least 4.5:1.	
1.4.4 – Resize Text	Text can be resized to 200% without loss of content or function.	
1.4.5 – Images of Text	Don't use images of text	
1.4.10 – Reflow	Content retains meaning and function without scrolling.	
1.4.11 – Non-Text Contrast	The contrast between user interface components, graphics and adjacent colours is at least 3:1.	

1.4.12 – Text Spacing	Line height, paragraph, word and letter spacing, can be increased to specific sizes with no loss of content or function.	
1.4.13 – Content on Hover or Focus	When content is displayed on hover or focus, it is dismissible without changing hover or focus.	
2.4.5 – Multiple Ways	Offer several ways to find pages	
2.4.6 – Headings and Labels	Use clear headings and labels	
2.4.7 – Focus Visible	Keyboard focus is visible and clear	
3.1.2 – Language of Parts	Tell users when the language on a page changes	
3.2.3 – Consistent Navigation	Use menus consistently	
3.2.4 – Consistent Identification	Use icons and buttons consistently	
3.3.3 – Error Suggestion	Suggest fixes when users make errors	
3.3.4 – Error Prevention (Legal, Financial, Data)	Reduce the risk of input errors for sensitive data	
4.1.3 – Status Messages	Status messages can be determined programmatically without focus.	

Level AAA Checklist

Table 19: Level AAA of WCAG 2.1 checklist

Guideline	Description	Pass/Fail
1.2.6 – Sign Language (Pre-Recorded)	Provide sign language translations for pre-recorded videos.	

1.2.7 – Extended Audio Description (Pre-Recorded)	Provide extended audio description for pre-recorded videos.	
1.2.8 – Media Alternative (Pre-recorded)	Provide a text alternative to pre-recorded videos.	
1.2.9 – Audio Only (Live)	Provide alternatives for live audio.	
1.3.6 – Identify Purpose	The purpose of all components must be clear and machine-readable.	
1.4.6 – Contrast (Enhanced)	The contrast ratio between text and background is at least 7:1.	
1.4.7 – Low or No Background Audio	Audio is clear for listeners to hear.	
1.4.8 – Visual Presentation	Offer users a range of presentation options.	
1.4.9 – Images of Text (No Exception)	Don't use images of text.	
2.1.3 – Keyboard (No Exception)	Accessible by keyboard only, without exception.	
2.2.3 – No Timing	No time limits.	
2.2.4 – Interruptions	Don't interrupt users.	
2.2.5 – Re-Authenticating	Save user data when re-authenticating.	
2.2.6 – Timeouts	Warn users how much inactive time will cause data loss.	
2.3.2 – Three Flashes	No content flashes more than three times per second.	
2.3.3 – Animation from Interactions	Provide a way for users to disable animation triggered by an interaction.	
2.4.8 – Location	Let users know where they are.	
2.4.9 – Link Purpose (Link Only)	Every link's purpose is clear from its text.	
2.4.10 – Section Headings	Break up content with headings.	

2.5.5 – Target Size	The target size for a pointer input is 44x44 pixels.	
2.5.6 – Concurrent Input Mechanisms	Allow users to switch input mechanisms without losing progress.	
3.1.3 – Unusual Words	Explain any strange words.	
3.1.4 – Abbreviations	Explain any abbreviations.	
3.1.5 – Reading Level	Users with nine years of school can read your content.	
3.1.6 – Pronunciation	Explain any words that are hard to pronounce.	
3.2.5 – Change on Request	Don't change elements until users ask.	
3.3.5 – Help	Provide detailed help and instructions.	
3.3.6 – Error Prevention (All)	Reduce the risk of all input errors.	

Appendix B: Learning Resources

Recommended courses

The following courses are presented by Rachel Mc Alpine in her website contented.com[i]:

- Diploma in Web Content
- Diploma in Accessible Content
- Certificate in Social Media

It is recommended to visit the website and have a look at other courses presented there.

In addition, we recommend that web writers have a course in SEO such as SEO Content provided by the Digital Marketing Institute[ii]

Recommended books:

- One Hour Content Plan by Meera Kothand
- Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences by Joe Pulizzi

- Content Writing Step-By-Step by Joseph Robinson

[i] <https://contented.com/collections/all-online-courses>

[ii] <https://digitalmarketinginstitute.com/students/courses/professional-diploma-in-search->

[marketing?campaignid=9347547498&keyword=online%20seo%20training%20course&device=c&matchtype=b&adposition=&gclid=CjwKCAiAv4n9BRA9EiwA30WND3S6r7dmlZ33jm_N0A5EDMbOI5NcXcg7X69A2HWETSBGhamUehlR3RoCHHEQAvD_BwE](https://digitalmarketinginstitute.com/students/courses/professional-diploma-in-search-marketing?campaignid=9347547498&keyword=online%20seo%20training%20course&device=c&matchtype=b&adposition=&gclid=CjwKCAiAv4n9BRA9EiwA30WND3S6r7dmlZ33jm_N0A5EDMbOI5NcXcg7X69A2HWETSBGhamUehlR3RoCHHEQAvD_BwE)