

## Free Content Evaluation Checklist

How effective is your content? This free content evaluation offers basic insight on how well your content meets your goals. Our evaluation consists of an organization/structure assessment, design and layout review, and a basic editorial review. If you are interested in our more comprehensive content evaluation and services, please email us at [info@bridgewayed.com](mailto:info@bridgewayed.com) or call 1-866-342-1813.

### Organization/Structure:

- Content flows in a logical order.
- Content is appropriately split into sections.
- Effective headers are used as needed.
- Learning objectives are clearly identified.
- Formatting features such as bullets and numbering are used where necessary.

### Comments:

### Design/Layout:

- Adequate white space is present on the page.
- Visual elements and/or images are effective.
- Design features are consistent.
- Design/layout is focused and not cluttered.
- Colors work appropriately. *(Request our accessibility evaluation for more information on your use of color.)*

### Comments:

### Editorial Review:

- Text is well written, clear, and flows easily.
- All spelling and grammar is correct.
- All punctuation is correct.
- Text is written at target reading level.
- Text is written for target audience.
- Information is accurate and up-to-date. *(Request a comprehensive content evaluation for copyright infringement assessment.)*

### Comments: