



## The check-checklist

TEXT	
<input type="checkbox"/> Title	Does the title say what it's supposed to say? Does the title invite you to read further? Isn't the title too long? (exceptions possible)
<input type="checkbox"/> Introduction	Does the introduction contain the motivation for writing the article? Does the introduction make you want to read on? In other words: is it interesting enough?
<input type="checkbox"/> Headings	Are the subheadings short and to the point? In other words: don't use whole sentences. Are the subheadings catchy and inviting? Show don't tell!
<input type="checkbox"/> Spelling	Did the author use correct spelling? Especially in Dutch, verb conjugation (dt-errors) and the use of English idiom (should be printed in italics) are important to pay attention to.
<input type="checkbox"/> Punctuation	Did the author use the correct punctuation? Guidelines: - there must be a comma between two verbs (if you listen, you'll hear ...) - there must be a comma between two adjectives attached to one noun (beautiful, summer day) - be careful with exclamation marks (that's like yelling) - song titles are enclosed in single quotes ('Song Title') - quotes are enclosed in double quotation marks ("Quote") - after a colon (:) comes a summary, list, explanation or quote - a semicolon (;) connects two (full) sentences with a clear connection
<input type="checkbox"/> Synonyms	Are there words that occur multiple times within a sentence or paragraph? Did the author use enough synonyms for the commonly used words like festival, band, album and song?
<input type="checkbox"/> Style	Did the author make his/her/their mark with this article? Is the text written smoothly and enthusiastically? Are static sentences or statements of fact been avoided? Tip: read the text aloud. Do you stumble over words or sentences? Then the author must continue to tinker.
<input type="checkbox"/> Research	Does the author go into depth enough on the subject? Does the author tell you 'something' new? Are any sources cited or linked in the text?
VISUALS	
<input type="checkbox"/> Featured Image	Is the featured image set? Is it allowed to use the featured image? (check whether it is up to date and what it says under credits) Is the featured image relevant? Does the featured image trigger?"
<input type="checkbox"/> Images / Photos	Are all images/photos used relevant? Are all photos used royalty-free, recent and qualitative? Did the author use the photos from the media library?
<input type="checkbox"/> Videos	Is the video properly included in the article? (via link and not via frame) Is the video relevant to the article? (does it add anything? does it illustrate something?) Is the footage of good quality?
<input type="checkbox"/> Social Embedding	Is the post properly embedded in the article? Is the post relevant to the article? (does it add anything? does it illustrate something?)



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INDEXING	
<input type="checkbox"/> Categories	Is the news <b>or</b> ambassador category checked as primary? Is the relevant festival category ticked? Is the relevant format category checked? (not required) Is 'geen onderdeel...' unchecked? Are collective names for categories unchecked? ('Festivals' or 'Formats-to be further specified below')
<input type="checkbox"/> Tags	Are the tags relevant? Are festival+edition and (main) artist(s) tagged?"
<input type="checkbox"/> URL / Slug	The URL/Slug is always pre-filled by Wordpress. Is it edited by the author? Is the URL / Slug described as briefly as possible? (leave articles and prepositions out (Dutch: lidwoorden en voorzetsels).
<input type="checkbox"/> SEO	Has the SEO keyphrase been chosen well? (Consider carefully which word or phrase you want to be found on in Google) Is the 'traffic light' for SEO turned green? If not: check whether adjustments can be made by looking at the advice given by Yoast.
<input type="checkbox"/> Readability	Is the 'traffic light' for Readability turned green? If not: did the author use enough transition words?
<input type="checkbox"/> Crosslinks	Does the article contain outbound (external) links? (sources, festival websites, ticket sales sites, affiliate links) Does the article contain internal links to news articles or program page? (f.e. in intro text or festival info) Does the article contain internal links and/or paragraphs that link to other content?
SHARING	
<input type="checkbox"/> Redirection	With a remake or a repost: has a redirection been created on older articles?
<input type="checkbox"/> Social Timeline	Has a social timeline been created?
<input type="checkbox"/> Twitter	Did the author change {title} in the default tweet to his/her/their own text? Is {permalink} part of the tweet? Did the author use relevant mentions? (@festival) Did the author use relevant hashtags? (#festival #festival+edition #artist)"
<input type="checkbox"/> Facebook	Did the author change {title} in the default tweet to his/her/their own text? Is {permalink} part of the post? Did the author use emoji's and relevant mentions? (@festival)
<input type="checkbox"/> Instagram	Did the author create and use a Festileaks styled image? (via Image Creator) Did the author change {title} in the default post to his/her/their own text? Did the author remove {permalink} from the post? (no links can be processed in a timeline post) Did the author use relevant mentions, hashtags and possibly emojis? Check with the writer whether the Insta post has been thought through: it must summarize the article, as no link can be given.
<input type="checkbox"/> Metatekst	Has a meta text been written to match the title? Does the meta text trigger clicks? Does it contain a summary of the intro text?