

Life Skills Advocate Editorial Checklist

Mission and Audience Alignment

- Does the article adhere to LSA's mission statement?
- Does the article adhere to LSA's Editorial mission statement?
- Does the article speak to the identified and targeted audience?
- Does the article maintain consistency in voice throughout?

Content Requirements

- Is the article informative?
- Is the article at least 1,500 words?
- Does the article focus on a single topic?
- Does the article anticipate and answer likely questions from the audience?
- Does the article consider multiple perspectives or viewpoints?
- Does the article utilize one of LSA's set blog templates?

Tone and Style

- Is the article written in a "professionally informal" tone?
- Does the article avoid persuasive language?
- Does the article avoid generalities, personal biases, and blanket statements?
- Is the article written in the first person singular?
- Does the article avoid clinical language?
- Does the article portray warmth and empathy?
- Is the article written at a 7th grade reading level?

Formatting and Structure

- Does the article utilize short and concise paragraphs?
- Does the article utilize headings?
- Are all headings in H2, H3, or H4 formatting?
- Is the article in 12 pt "normal" paragraph formatting?
- Does the article have consistent spacing after end-of-sentence punctuation?
- Does the article use single spacing for sentences, double spacing between paragraphs and graphics and three spaces between major sections?

Visuals and Supplementary Content

- Does the article include at least 2 LSA branded engaging and relevant visuals that add value to the article?
- Does the article include LSA branded relevant and engaging supplementary materials?

Sources and Credibility

- Does the article utilize peer-reviewed and scientifically validated research?
 - If not, is the article clear about what sources and information are not peer-reviewed and scientifically validated, and why they were included?
- Does the article use at least 2-3 outside sources?
- Does the article give credit to all sources?
- Does the article include a Further Reading section that includes previously cited resources as well as any additional relevant, helpful resources?

SEO and Online Optimization

- Is the headline SEO-friendly?
- Does the article include keywords throughout for SEO purposes?
- Does the article utilize at least 3 in-text links to other LSA blogs or resources?

Revision and Editing

- Does the article utilize clear sentence structure?
- Is the article revised for wording, phrasing, word choice, spelling, and grammar?
- Does the article make good use of bulleted lists, numbered lists, and other special formatting (e.g. bold, italics, etc.)?

Additional Components

- Does the article include action steps and/or a clear call-to-action?
- Does the article include a TL;DR section?
- Does the article have an introduction paragraph with a hook (statistic, joke, question, anecdote, etc.)?