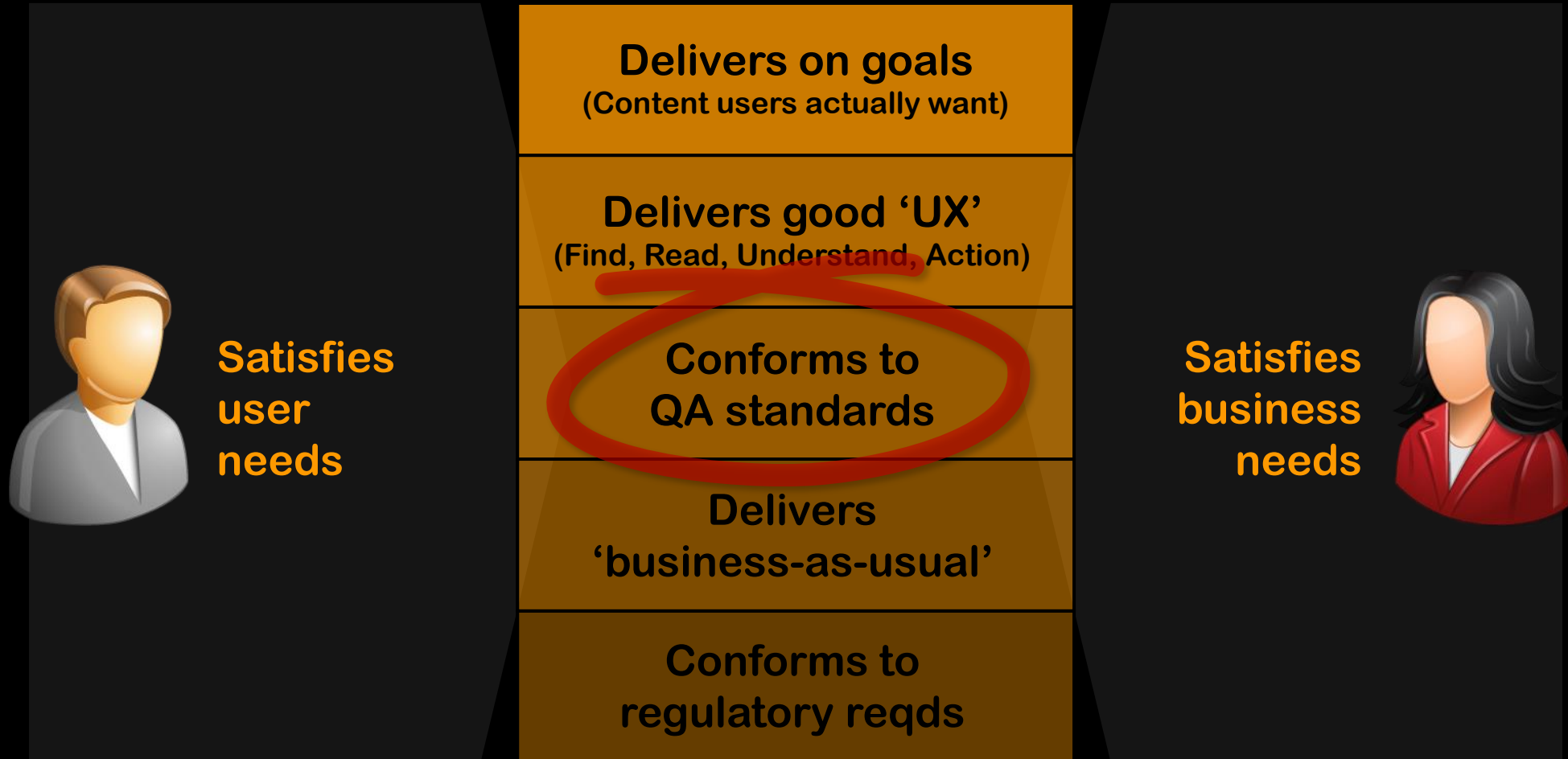


Better web QA

Digital Knowledge Sharing

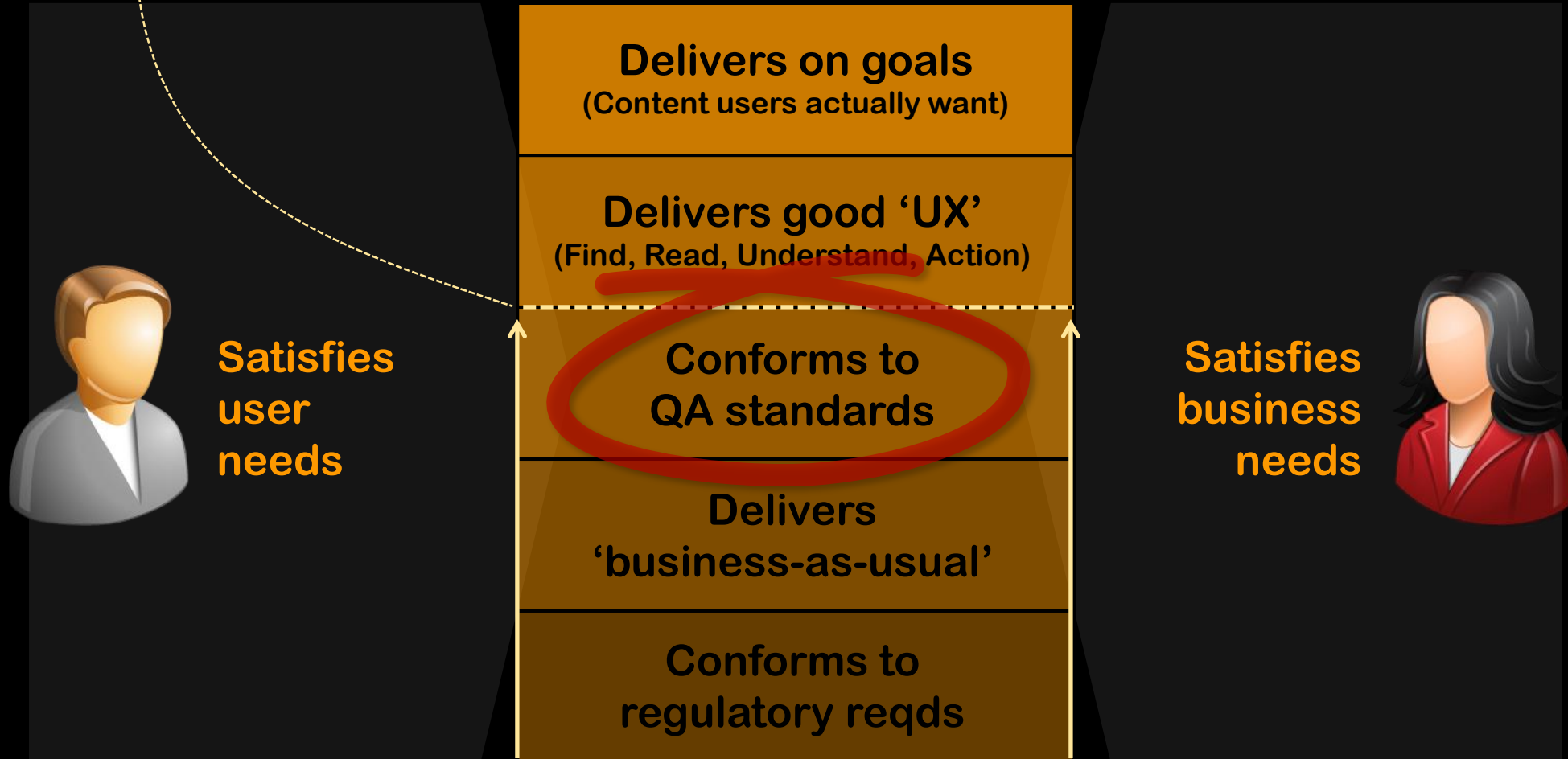
QA ensures a website meets **minimum** standards of delivery.

A good website...



Minimum target
for all content

A good website...



Standards of delivery?

Industry standards + Our standards.



Spelling, grammar & style

Broken links & images

Document optimisation (title, properties)

Image optimisation (format, quality)

Accessibility (for blind users & others)

Page file sizes

Metadata & code

...& lots more

Let's see the effect good
QA can have on **your** pages...

Before...



Employee Tax Credit

You can claim the Employee Tax Credit if you receive income that is taxable under the [Pay As You Earn \(PAYE\)](#) system. This includes:

- wages
 - benefit in kind
 - occupational pensions
- and**
- Department of Social Protection (DSP) income.

You will also be entitled to this tax credit if you are an Irish resident and are in receipt of:

- a social security pension received from another EU Member State
- or**
- wages from abroad where tax was deducted under a PAYE type system.

Related topics

[What is PAYE?](#)

[Earned Income Credit](#)

Further guidance

[\[PDF\] Part 15-01-07](#)

Employee (PAYE) Tax Credit Section 472,
Taxes Consolidation Act, 1997

After...



Employee Tax Credit

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“But Shane ... they look the **same!?!?”**

That's right - they look the same.
But now it works **way, way, way** better.

Remember...

Your website is not an art project.
It's a machine for doing things.

QA fixes & tunes your machine
so it can do its **best work** for you.

After



Loads faster (from lower filesizes)

Better rank on Google (structured content)

More sharable (using OG metadata)

Better on mobile (image optimisation)

More accessible (from better alt tag, etc)

And ... reduces our **carbon** footprint!

You typically spend '00s or '000s
of hours creating web content...

Don't just 'put it up'.
Put it to **work**.

Spend a few minutes on QA & your pages will do **way more work** for you.

Spend **more** than a few minutes &
they'll do **waaaaaaaay** more work.

Spend **more** than a few minutes &
they'll do **waaaaaaay** more work.

Successful content does not just 'happen'. Web is a **miracle free zone**. Someone has to actually do it!

The web's most successful pages are **relentlessly, repeatedly, constantly, endlessly**, tweaked, tuned & refined. Daily. Weekly.

So, don't just "put it up" & walk away. Own it. Make it better.

Download QA checklist.

<https://blog.diffily.com/2021/10/download-website-quality-assurance-qa.html>

J8 | X ✓ fx

				Constraint	Rule	Test	Desktop Result	Mobile Result	Comments
QA - Review Checklist									
Content (basic)									
Page content checkpoints									
	Text	Language	Spelling	MUST	Conform to British English standards (Oxford Dictionary, if reference needed)	Spell check in MS Word	Pass		
	Text	Language	Grammar	MUST	Conform to British English standards (Oxford Guide to Grammar, if reference needed)	Grammar check in MS Word	Pass		
	Text	Language	Readability (plain Eng)	Should	Be understandable at first reading by someone with Grade 6 education (age 13-14)	MS Word / HemmingwayApp	N/A		
	Text	Language	Style	TBA	Conform to language rules defined in EPA Style Guide (TBA)	Visual comparison to Style Guide	N/A		
	Presentation	Layout and visual design		MUST	Adhere to design patterns and conventions for the website	Visual inspection	Pass		
	Presentation	Text formatting		MUST NOT	Use formatting sparingly (bold, italics). Never change text colour or font or size. Never underline text that is not a link, i.e. <u>underline</u>. Never change alignment, i.e. left-aligned, right ragged.	Visual inspection	Pass		
	HTML	Code		MUST	Tidy code and delete all code soup, e.g. , , ., <p></p> (empty tags), etc. (Never cut-n-paste from MS word, emails, PDFs, etc.)	Visual inspection / www.html-cleaner.com	Pass		
	HTML	Code		MUST	Conform to semantic structure, e.g. h1, h2, h3, p, ol, ul, etc.	Visual inspection	Pass		
	Links	All		MUST NOT	No broken links internal or external	Visual inspection	Pass		
	Links	Internal		MUST	Use internal link functionality in CMS.	Visual inspection	Pass		
	Links	External		MUST	Open in a new window. Use canonical address. Populate title as follows "This link will open in a new tab or window". Add "rel="noopener" within link tag also. EXAMPLE: Add title as follows "This link will download or open a PDF document in a new tab or window". (Where possible, add file type and filesize within parentheses. For example ... [pdf XXXKB].)	Visual inspection	Pass		
	Links	Document		MUST		Visual inspection	N/A		
	Links	Email		MUST	Open in a new window. Populate title as follows "This link may open an email application in a new tab or window".	Visual inspection	Pass		Added for emails



Shane Diffily