Content Strategy Report

Criteria	Ratings
Content Is information in the report original and shows in depth research on the topic? Does the report include a description of both the problem and the solution? Does the report identify constraints and/or assumptions? Are the results presented in a clear and complete way? Is the methodology explained?	This area will be used by the assessor to leave comments related to this criterion.
Organization Does the organization of the page and report enhance readability and/or understandability?	This area will be used by the assessor to leave comments related to this criterion.
Completeness Is an overview of the topic presented in the executive summary? Does the final section adequately summarize the findings presented in the document? Is it clear that the appropriate research has been done to support the recommendations in the report?	This area will be used by the assessor to leave comments related to this criterion.
Design Does the report have a unique format that enhance the report impact? Are the text, tables, figures, charts, etc. clear and understandable? Is the report design easily readable?	This area will be used by the assessor to leave comments related to this criterion.
Editing Has the report been edited correctly? Is there clear evidence that attention has been paid to using correct grammar, punctuation, and spelling? Does the document read as a single-authored document?	This area will be used by the assessor to leave comments related to this criterion.