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| Good organization | |
| Characteristic | Observations |
| The purpose is clearly stated. |  |
| The main message is stated up front, close to the beginning of the document. |  |
| Similar information is grouped and labeled. |  |
| The text has an established and evident hierarchy of organization. |  |
| The text has one idea per paragraph. |  |
| Reader focus | |
| Characteristic | Observations |
| The document anticipates questions the reader might ask. |  |
| The reader’s questions are answered in a logical sequence. |  |
| The document sets up and fulfills the reader’s expectations. |  |
| Tone and style are appropriate for the reader. |  |
| Good mechanics | |
| Characteristic | Observations |
| Spelling, grammar, and punctuation are consistent and appropriate. |  |
| The document uses visual techniques to support the logic of the text. |  |