

InclusivityTool.com

Inclusive Language Checker



The Problem

Language on your website was written years ago when content was king.

The content team are ninjas at what they do and know how to avoid blacklisted SEO tactics but maybe not inclusive language.

The team is already crazy overloaded and doesn't have the manpower to start redlining everything written.



The Problem

(gendered)

Language on your website was written years ago when content was king.

(cultural appropriation)

The content team are ninjas at what they do and know how to avoid blacklisted SEO tactics but maybe not inclusive language.

(Outdated aggression)

(health stigma)

(gendered)

The team is already crazy overloaded and doesn't have the manpower to start redlining everything written.

(Outdated aggression)



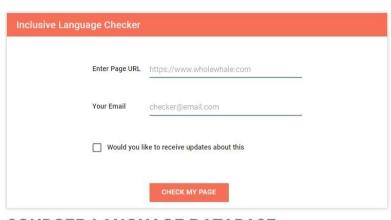
The Solution

A tool that looks through content and identifies words that are not inclusive, with links for more learning.

Then provides words that welcome a diverse audience.



INCLUSIVE LANGUAGE CHECKER





SOURCED LANGUAGE DATABASE

- SUMOFUS.COM: A PROGRESSIVE'S STYLE GUIDE
- CONSCIOUSSTYLEGUIDE.COM
- 18F CONTENT GUIDE
- DIVERSITYSTYLEGUIDE.COM
- NCD AND JOURNALISM: DISABILITY LANGUAGE STYLE GUIDE
- OPEN-SOURCE PARTNER SUBMISSION





Inclusive

Crawl your entire site in one go

Run an inclusivity check on every page of your site to catch any unintentional outdated language

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What's Inside?

- 1,000+ Phrases
- Classification of issues
- Reputable sources
- Network of DEI professionals
- Ability to check one page (free) or one site (paid)

IS YOUR CONTENT INCLUSIVE?

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ENSURE YOUR CONTENT RELFECTS YOUR VALUES.

WHAT DOES THIS TOOL DO?

- 1. Scarce that company of anural authority
- 2. Plags potential non-inclusive language
- 3. Provides language alternatives and resources to learn mor

WHO DECIDES WHAT GETS FLAGGED?

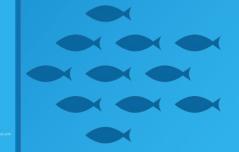
This tool is built with thata from an open-source database, industry sources, and inclusive language professionats. It is an evolving strabase, suggestions are welcome at

WHAT LANGUAGE IS FLAGGED?

Sellow are some of the potentially **non-inclusive** terms our crawler may flag for your review.*

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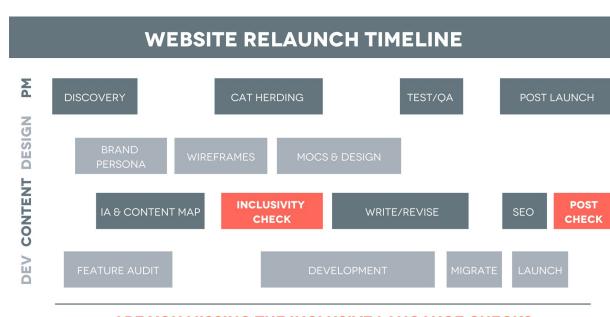




How to use it

How are people using this?

Website content relaunch helping teams audit a large body of work and identify where updates are needed.



ARE YOU MISSING THE INCLUSIVE LANGAUGE CHECK?
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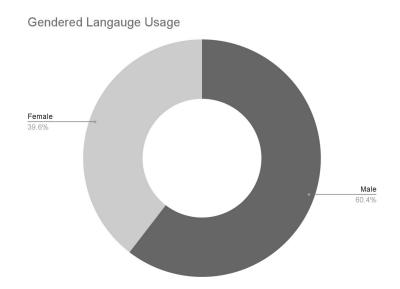
CONTENT IS KING FOR A WEBSITE'S SUCCESS

'King is gendered, consider 'key'

USE THE INCLUSIVE LANGUAGE TOOL TO UPDATE CONTENT WHEN IT MATTERS MOST

Use cases

- Improving conversion page copy
- DEI Training based on content flags
- Gender bias check for website
- Crawling a job page or application page
 - Law school application pages
- Checking large reports





Full Website Audit

The full Inclusivity Crawl will help you understand how the language you have been using on your website may be non-inclusive of people with marginalized identities, based on a curated database.

However, language is nuanced – what may be okay to say in one context may not be okay in another. This is why we partner with DEI firms to provide you with the analysis you need to audit your site.





Full Website Report

The Crawl

- All high-traffic URLS crawled and scanned for inclusive language
- A dashboard showing a full summary of potential issues (see a partial sample attached)
- A spreadsheet that allows content teams to review each page as needed

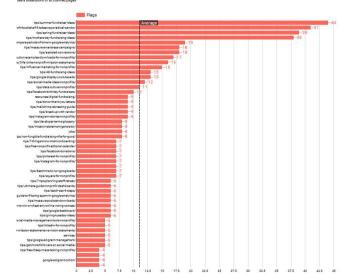
The Conversation

- 1. DEI expert reviews and analyzes the Inclusivity Crawl report
- 2. Brief (30min) discussion to provide context and highlight underlying, not-so-obvious themes
- 3. Short Workshop around organizational intention, discussion, and recommendations

INCLUSIVITY CRAWLER REPORT FOR:



RLs have raised most flags?



the words that have raised most flags?

Words	Total Flags *	Unique Pages
	86	
y	41	
	28	9
ple	28	20
	27	4
nen	21	
	21	. 7
ı.	19	15
theris	19	9
ply	18	15
ster	14	12
od	19	
×	12	7
udy	11	
cial	11	10
ofs	10	,

What percentage of total flags have been raised in each content category on the website?

