



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

Language on your website was written years ago when content was ~~king~~.
(gendered)

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

(Outdated aggression)

The team is already ~~crazy~~ overloaded and doesn't have the ~~manpower~~ to start ~~redlining~~ everything written.
(health stigma) (gendered)

(Outdated aggression)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.

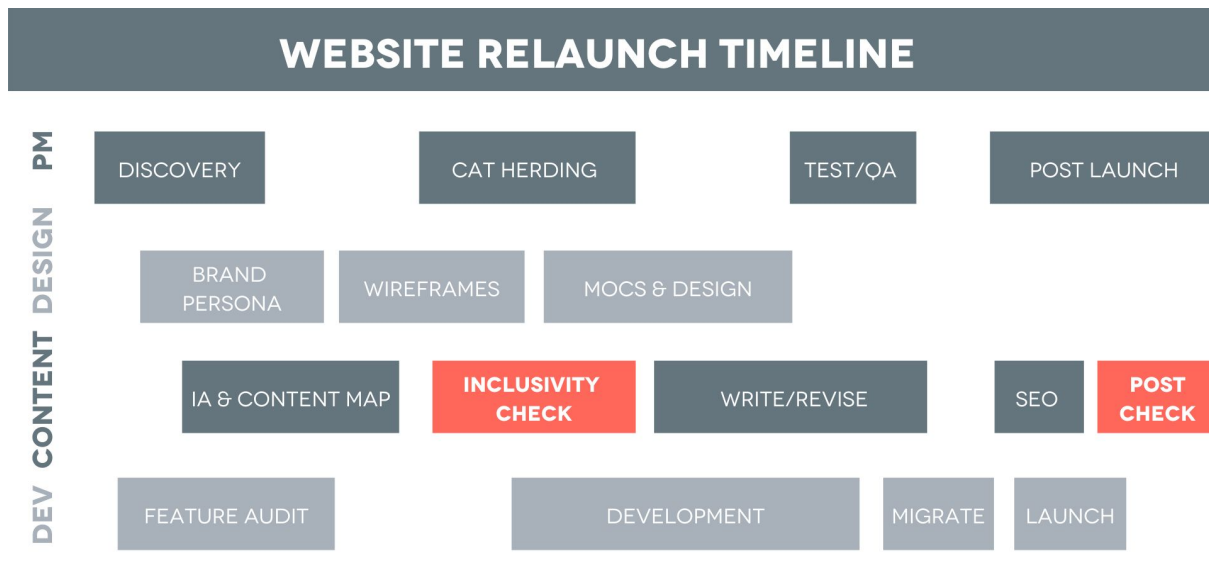




How to use it

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 LANGUAGE CHECK?

INCLUSIVITYTOOL.COM

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

Gendered Language Usage



Full Website Report



The Crawl

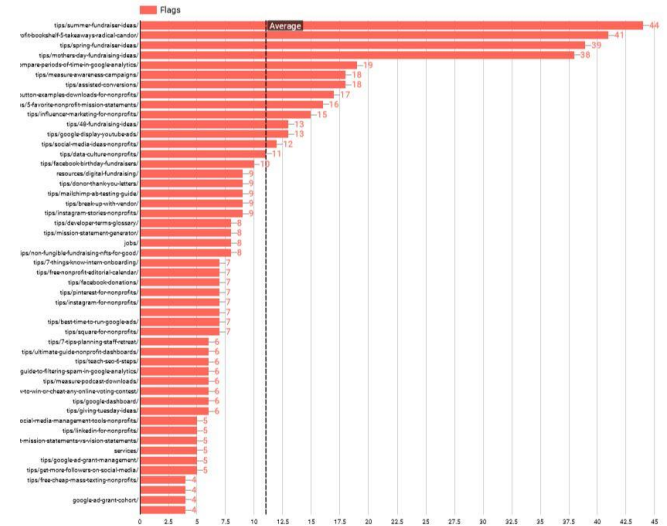
- All high-traffic URLs crawled and scanned for inclusive language
- A dashboard showing a full summary of potential issues (see a partial sample attached)
- A spreadsheet that allows content teams to review each page as needed

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

RLs have raised most flags?

see a breakdown of all crawled pages



the words that have raised most flags?

Words	Total Flags	Unique Pages
the	44	44
y	41	35
t	26	9
pk	26	20
nan	21	8
i	21	7
i	19	15
mar	19	3
ply	18	15
ter	14	12
af	13	8
er	12	7
hly	11	8
del	11	10
ode	10	1

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

Click here to compare the ratio with total pages crawled

