

Proofreading & Copyediting Checklist

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Eliminate spelling and grammatical errors: Use tools like Grammarly or Hemingway to ensure error-free and readable copy.

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Ensure superior content: Compare your post to existing content on the topic to ensure it's more comprehensive than or differentiated from your competitors.

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Introduce new information: Add unique perspectives or insights to provide readers with genuine value and improve SEO.

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Enhance readability: Make sentences clear and easy to read, even if they are grammatically correct.

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Confirm key information: Cross-reference your post with others to ensure no important details are amiss.

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Ensure correct formatting: Maintain consistent formatting and check images, lists, and paragraphs for accuracy.

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Check graphics for errors: Check image copy for spelling errors to prevent issues after publication.

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Maintain consistency: Align copy with your style standards, whether following AP style or a customized brand guide.

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Ensure factual accuracy: Verify any uncertain information to protect your brand reputation and avoid legal complications.