

THE SMART MARKETERS 15-STEP

Self-Editing Checklist



- Read content out loud (at least once).
- Review content for spelling errors.
- Double-check content with Grammarly.
- Review content for factual accuracy.
- Remove jargon.
- Eliminate passive voice.
- Check for gerunds (and replace with active verbs).
- Ensure content fits brand voice and style.
- Minimize adverbs.
- Check sentence length (minimize sentences over 20 words).
- Check paragraph length (aim for three sentences or fewer per paragraph for the Web).
- Remove repetitive sentences.
- Remove cliches.
- Make sure transitions between paragraphs make sense.
- Fix broken links.

Edit content with this checklist. Manage content with CoSchedule.
Start your free 14-day trial or a schedule a demo with our team today.

START TRIAL