Stylistic Editing Checklist

Use this checklist to polish your content until it shines:

❐ Sentences are clear, concise, and convey meaning.

❐ Word choice is simple, clear, and meaningful.

❐ Transitions between sentences and paragraphs are smooth and coherent.

❐ The length and structure of sentences and paragraphs adhere to best-practices and requirements.

❐ It is written at an appropriate reading level for the audience.

❐ The active voice is used predominantly, and passive only used for specific purposes.

❐ A consistent tone, style, and voice is used and it adequately reflects the brand and engages web users.

❐ Copy is tight and concise, and all wordiness and redundancies are removed.

❐ Lists, headings, table text, and other content elements are parallel where required.

❐ Negative phrasing is replaced with affirmative phrasing unless there's a good reason.

❐ General and abstract words have been replaced with specific and concrete ones.

❐ Ambiguities have been removed.