

Editing checklist:

1. Check the text for originality with Grammarly or Copyscape
2. Make sure the headline (or title) is attention-grabbing
3. Check the lead (the first few sentences) and see if they draw you in
4. Analyze the structure of the text (does it follow a logical order?)
5. Check the formatting of the text (headings, subheadings, font, spacing, quotations, margins, references)
6. Check for basic grammar, punctuation and spelling mistakes with Grammarly
7. Manual check for word choice, jargon, shifts in verb tense, sentence structure, etc.
8. Eliminate useless adverbs, filler-words, tautologies, and passive voice
9. Check for clichés
10. Perform a quick fact-check
11. Check if the copy complies with your style guidelines
12. Use action verbs and destroy sloppy adjectives
13. Make sure you use conversational language
14. Make sure that transitions between ideas, paragraphs, and chapters are smooth
15. Use phrases that keep the attention
16. Check all the internal and external links (if it's web content)
17. Edit for on-page SEO (headings, subheadings, images, captions, infographics, videos, consistency, sizing)
18. Read the whole piece out loud to make sure it flows smoothly
19. If the copy is super important, give it another round of editing (or ask for a fresh pair of eyes)