

Dinky Doc: editing checklist

-  Does it answer the brief?
-  Have you written appropriate to the audience?
-  Is it on topic? What is the key takeaway you want the reader to have?
-  Is there one clear point per paragraph?
-  Do your links work?
-  Have you used a consistent tone (1st vs. 3rd person, corporate vs. personal, friendly vs. formal...)?
-  Have you used a consistent tense?
-  Are claims backed up with references?
-  Have you overused punctuation (em dash, exclamation marks, ellipsis...)?
-  Have you checked products/companies/brands are spelt correctly?
-  Have you adhered to what the brand guidelines say about writing style?
-  Have you adhered to client preferences (not starting sentences with 'and' or 'but')?
-  Have you checked for SEO?
-  Have you removed uncertainty (possibly, probably, might...)?
-  Did you delete nothing words ('that') and change horrible words ('solutions')?
-  Are you within the wordcount?
-  If you only read the headings, does you still get the key message?
-  Have you read it aloud to check it sounds right?

