

Use This Proofreading Checklist to Ensure Your Content Dazzles Your Readers

By Craig J Todd

- Is your headline snappy and eye-catching?
- Are you telling a story?
- Is your content fresh and unique?
- Is your content engaging and exciting?
- Does your story feature a struggling hero who eventually wins the day?
- Does your intro grab attention?
- Does your voice shine through?
- Have you considered adding bullet and number lists?
- Have you included humour?
- Do your sentences and paragraphs have one idea only?
- Are you mostly writing in the active voice?
- Have you turned generalisations into specifics?
- Is your writing visual?
- Have you given real-world examples?
- Do quotations come before the name of the quoted person?
- Does each sentence, paragraph, post and title end on a strong word?
- Does your writing flow?
- Have you pruned your content to keep it punchy?
- Is your ending unexpected? Will it surprise readers?
- Is your beginning hook 25%, your middle build 50%, and your ending payoff 25%?
- Have you left your reader feeling inspired?
- Have you checked your content for grammar, flow and punctuation?
- Have you optimised the images?
- Have you included tags?
- Are you ready to promote the content via social media and other channels?