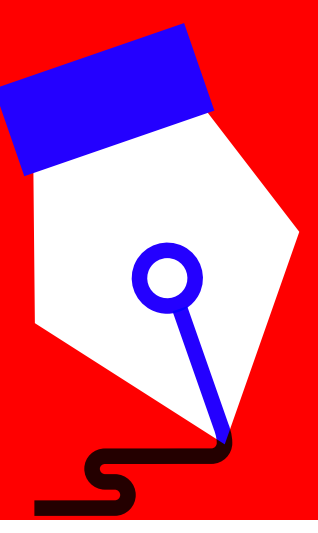


# Content Editing 101



## Keep these in mind throughout

Client style

Branding

Tone

Voice

Flow and structure

Readability

Audience

Overall argument of the piece



## Make sure you're consistent with

Punctuation, such as comma usage

Header formatting

Use of first, second and/or third person

Past, present and/or future tense



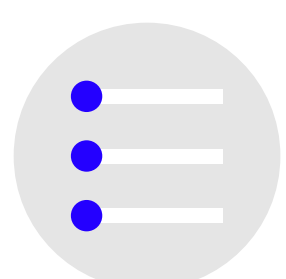
## Double check

Citations, facts, quotes, etc., to ensure accuracy

SEO basics

Particular client preferences

Any sections that were tricky to read and/or needed extra edits



## After you're done

Summarize your edits for the author

Write notes for things to keep in mind next time you edit for this client