# 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