EDITING
CHECKLIST

HOW TO GET A **FLOOD OF ONLINE TRAFFIC** WITHOUT SPENDING $1 / DAY

EDITING CHECKLIST

We are going to use the STEPS framework:

STRIVE FOR BREVITY

Avoid bulky sentences and paragraphs

Delete Filler Words

Check Spelling and Grammar - you can use Grammarly

Remove Grammar Expletives

TECHNICAL JARGON

Replace complex words with simple ones

Check your flesch kincaid grade at the *Hemingway App website*.

ENSURE YOUR WRITING FLOWS

Check if your headlines, sub headings introduction, body and conclusion match your goal.

Make sure you have an outline and follow it.

PAIN POINTS

Match your personas story pain points

Does the content supply examples, themes or stories

Respect your readers time

Consider if you need to update old articles

SEO CHECK

     Include keywords in a natural way

     Reduce keyword stuffing

     Run the page against your on page checklist

     Check your site heat map performance to see where readers drop off

     If readers are dropping off then look to improve that part of the content or page

     Hotjar offer free heat maps for limited pages