

Editing Materials

Is editing really necessary, I have spell-checked my pages? Spell-checkers miss a lot of things, and so do web designers. All materials that will connect with clients or customers should be proofread for errors and copyedited. Copyediting is the editing of text for grammar, sense, order and consistency of style. I go one step further and edit copy to make it sales-worthy and reader friendly. It must make the reader sit up and take notice, and even reach for his or her phone.

Do you want your readers to think your organisation is unprofessional? Bad proofreading is evident all over the place. On a quick Google search for the misspelled word "finacial" (financial) I found seven companies made this mistake, and that was just from the first 20 results. Worryingly, their whole business revolved around financial systems or planning. Others spelt "commercial" wrong. Even page titles need to be carefully checked.

I hope pride in your business will lead you to call me about this commonly overlooked problem. Copyediting is not an expensive process either, starting at about \$55 for a web page. Please email jennifer@pow.net.au.