



Editor Checklists

30% Checklist

- Identify the client and the goal of the content, including keywords.
- Identify the intended reader and read as him/her throughout.
- Review the brief/pitch.
- Learn the article's framework using the title and section headings.
- Examine the order of the headings and whether they sufficiently build an argument or tell a story attractive to/worthy of the intended reader.
 - If not, suggest edits, taking into consideration incorporating information under each section.
 - If so, continue reading.
- Read the text under each heading, ensuring that it sufficiently builds upon the preceding idea through explanation, example, or both.
 - Ensure that information is grouped into distinct categories (without any overlap) and that all categories taken together deal with all possible options without leaving any gaps
 - Consider sources cited and whether sufficient/helpful.
 - Consider images, graphs, charts used and whether sufficient/helpful.
- Revisit the introduction and conclusion, looking for the hook at the top and the takeaway at the end.
- Determine whether the outline delivers on the pitch and/or title.

Animalz



90% Checklist

- Regain context if necessary.
- Verify that, if applicable, the keyword (or a synonym) is in the title, in at least one section header, appears in the first or second paragraph of the text, and is used throughout the body copy.
- Verify that the article is skimmable focusing on headers, intro sentences, and other visual cues.
- Assess the use of images/graphs/diagrams throughout, ensuring they add value.
- Identify links to the client's own articles and third-party content.
- Read at the sentence level for clarity, concision, and consistency of brand voice.