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communications

Editorial explainer: editing review process

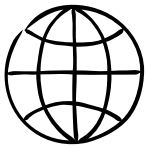


Confirm goals for piece

Why was this piece written? Does it achieve these aims? Is it clear what the reader needs to take away after? Should they take action? Be informed? Are there changes you can make to bring it closer to that core purpose?

Step 1: Substantive edit

This edit looks at a piece of writing from a high level. Are the pieces in the right place? Engaging introduction, tidy conclusion? Are topics in the right order? Any information missing? Any repetition? Is the tone right for the audience and purpose?





Step 2: Line edit

How is the document sentence by sentence--any grammar errors? A variety of sentence lengths? Remove awkwardness. Ensure clear transitions between paragraphs. This edit can be combined with the copy edit but if you you have time it's useful to focus on each one separately. Can you fit in a fact check?

Step 3: Copy edit

This classic spelling-grammar-punctuation edit is essential. Also think about any style preferences, for example using Canadian spelling, or consistency in terms of spelling out numbers or capitalizing names.





Step 4: Proofread

At this point, all the major issues should be addressed so that all you're looking for is anything missed in previous rounds. If possible it's great to get someone new with a fresh eyes. Keep an eye out for any visual inconsistencies in layout too. Check the piece on any different screen sizes where it will appear.

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