Common English Grammar Mistakes Made By Designers & Developers and how to correct 3 of them

Writing grammatical English sentences and phrases can increase perceived professionalism and trustworthiness, which can potentially help increase your sales.

If you're a **graphic, website, or app designer/developer,** improving your grammar will help you **sell your services and products more easily**.

WHY ELSE should I IMPROVE my ENGLISH GRAMMAR?

- English is the preferred language for international business.
- They may not speak your language, but many potential customers speak English.
- If you're advertising to **potential customers** in **English**, it makes sense to ensure you're writing as grammatically as possible.



What IMPRESSION does it GIVE?



3

Professionalism

Because you've taken the time to write grammatically, you will appear more professional, but also as a better communicator who is able to express themselves fluently.

Flow

In the same way you need your designs or code to **flow**, so too does **grammatical writing help your thoughts flow smoothly** from your mind to the web, then to **potential customers**, leaving little room for confusion or ambiguity.



Trust

You've shown effort in **writing English** grammatically, even if it's not your first-language. Many online scam artists don't know how to do that, so you appear more trustworthy.



Standing out

With millions of native and non-native English speakers competing with you, stand out from the crowd by writing as gramatically as you possibly can to attract customers to choose you.

Research reveals COMMON GRAMMAR MISTAKES

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$\boldsymbol{\leftarrow} \rightarrow \mathbf{C}$			* ≡
	50+	unique sources	
	100s	of sentences analyzed	
	90	sentences containing mistakes	
	123	mistakes discovered	
	17	types of mistakes	

Product & Profile DESCRIPTIONS

from designers and developers were analyzed from 4 prominent online design & development marketplaces

Creative Market

Themeforest

Upwork

Freelance.com

2





Designers and developers from 34 COUNTRIES including 4 native-English speaking countries



G

Germany

Greece

India

Croatia

Egypt

Е

F

Colombia

А

В

Brazil

Albania

Algeria

Argentina

Australia

Armenia



Norway

Pakistan

Portugal

Romania

Philippines

Ρ

R

Indonesia

Italy

Mexico

Mongolia

Netherlands

Μ

Ν

Russia

U

UAE

S South Africa Spain

Spain V Switzerland Vietnam

Ukraine

United States

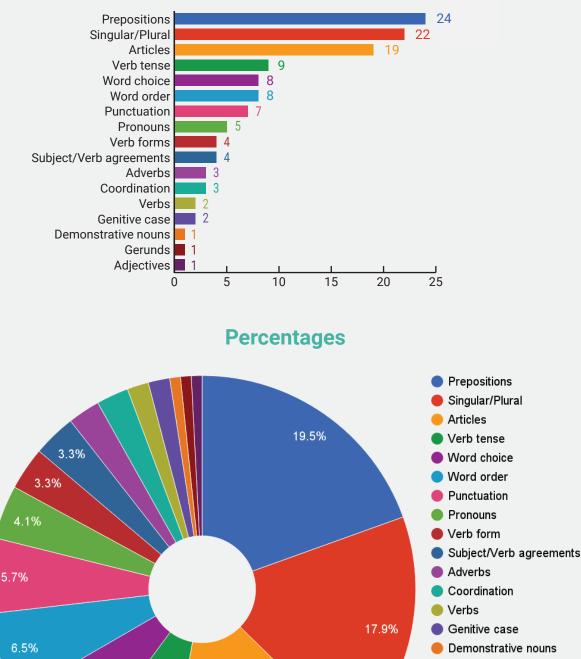
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15 different professions

Backend developer Software developer UI/UX Developer 3D designer Type designer WordPress developer Graphic designer Illustrator Pattern designer Website developer Calligrapher Frontend developer Website designer Mobile app developer

GRAMMAR MISTAKES DISCOVERED





Mistakes with PREPOSITIONS

15.4%

- In English, prepositions are used to show relationships between people, objects, and locations as well as to show relationships in space or time.
- **Prepositions** are usually followed by a **noun phrase** or **pronoun**.
- Don't worry, native English speakers often make mistakes with prepositions too!



✓ This results in better performance.

DO

6.5%

7.3%

- Click on all products.
- ✓ I have a passion for letters.
- You don't need to purchase any font from the logo pack.
- Available for a limited time only.
- There's not much else to think of.

× DON'T DO

Gerunds Adjectives



- X This results into better performance.
- 🗙 Click 🛋 all products.
- 🗙 I have a passion of letters.
- ✗ You don't need to purchase any font for the logo pack.
- × Available with a limited time only.
- X There's not much else to think off.

NOTE: The content above was adapted from errors found in the research.

Mistakes with SINGULAR/PLURAL NOUNS

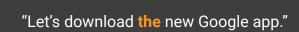
- If there is only one object you need to have a singular form of the noun, e.g. website.
- If there is more than one object you need to use the plural form of the noun, e.g. websites.
- Noncountable nouns cannot be used in plural forms, e.g. passion.
- Some nouns use the same form for both singular and plural, e.g. series and series.



NOTE: The content above, excluding logos, was adapted from errors found in the research.

Mistakes with ARTICLES

- "The" is called the definite article. It's used to refer to specific nouns. It can be used with both
- countable (e.g. logo, laptop) and noncountable nouns (e.g. knowledge, research, reading), or it can be omitted entirely depending on the context.
- "A" and "an" are called indefinite articles. They are used to refer to non-specific nouns. "A/an" can only be used with countable nouns (e.g. logo, laptop). "An" is used before vowel sounds.



The

Here, "the" refers to a **specific** new Google app.

"Let's download a new Google app." Here, "a" refers to **any** new Google app.

A/An



iPhone 7 Plus



Samsung Galaxy S7



- •) DO
- It's the iPhone 7 Plus.
 Refers to the iPhone above or this specific model in general.
- It's an iPhone 7 Plus.
 Means this could be one of many iPhone 7 Plus's.
- It's the Samsung Galaxy S7.
 Refers to the Samsung S7 above or this specific model in general.
- ✓ It's a Samsung Galaxy S7. Means this could be one of many Samsung Galaxy S7s.
- The hotel app is currently open.
 Refers to the specific app visible in the pictures above.
- A hotel app is currently open.
 Means this could be one of many clothing apps.
- 🗶 It's a iPhone 7 Plus.
- 🗙 It's an Samsung Galaxy S7.
- ★ An hotel app is currently open.

😠 DON'T DO

ROJE: The content above, excluding devices, was adapted from errors found in the research.



I hope you are now more **aware** of why writing **good grammar** is so **important**!



Thank you!

Research, analysis, and this INFOGRAPHIC were done by NIALL MADHOO.

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