



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

1 BILLION+ English speakers worldwide

What IMPRESSION does it GIVE?

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

Research reveals COMMON GRAMMAR MISTAKES

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
- Freelance.com
- Upwork



Designers and developers from 34 COUNTRIES

including 4 native-English speaking countries



- | | | | | | | | | | | |
|--|------------------------------------|------------------------|-------------------------|-------------------------|-------------|--|-------------|---|---|--------------|
| A
Albania
Algeria
Argentina
Australia
Armenia | C
Canada
Croatia
Colombia | F
Finland
France | I
Indonesia
Italy | M
Mexico
Mongolia | N
Norway | P
Pakistan
Philippines
Portugal | R
Russia | S
South Africa
Spain
Switzerland | U
Ukraine
United Kingdom
United States | V
Vietnam |
|--|------------------------------------|------------------------|-------------------------|-------------------------|-------------|--|-------------|---|---|--------------|

15 different professions

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

GRAMMAR MISTAKES DISCOVERED

Numbers



Percentages



Mistakes with PREPOSITIONS

- 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!

DO

DON'T DO

✓ This results **in** better performance.

✓ 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**.

✗ This results **into** better performance.

✗ Click **at** 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.

✗ There's not much else to think **off**.

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**.

DO

DON'T DO

✓ One logo (**singular**), two logos (**plural**), many logos (**plural**).

✓ One logo (**singular**)

✓ 1 logo (**singular**)

✓ Two logos (**plural**)

✓ 2 logos (**plural**)

✓ A few logos (**plural**)

✓ Three logos (**plural**)

✓ 3 logos (**plural**)

✓ Many logos (**plural**)

✓ Multiple logos (**plural**)

✗ One logos (**singular**), two logo (**plural**), many logo (**plural**).

✗ One logos (**singular**)

✗ 1 logos (**singular**)

✗ Two logo (**plural**)

✗ 2 logo (**plural**)

✗ A few logo (**plural**)

✗ Three logo (**plural**)

✗ 3 logo (**plural**)

✗ Many logo (**plural**)

✗ Multiple logo (**plural**)

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

A/An

"Let's download **the** new Google app."

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

"Let's download **a** new Google app."

Here, **"a"** refers to **any** new Google app.

DO

DON'T 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 **this** 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 S7's.

✓ **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.

THAT'S ALL!

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 MADHOOD.

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