



10 PROOFREADING STEPS BEFORE PUBLISHING YOUR BLOG

You've written your blog post, now what?

It's easy to get so caught up in writing a post that you forgo the editing process just to get the work off your plate. That risks putting your content out there for everyone to see with typos, misspellings and grammatical errors — which make all your hard work look haphazard and unprofessional. That, in turn, undermines the entire reason for your blog: to help customers trust you enough to part with their hard-earned money.

Our checklist will help you edit your content so the finished product looks professional and bolsters your credibility. In just a few quick steps, your blog will have polished, easily digestible content that your audience wants to read.

Don't click "publish" before using our checklist of 10 Proofreading Steps Before Publishing Your Blog.

1. TAKE A STEP BACK. Take a couple minutes to distance yourself from your writing. Your brain works overtime to get the juices flowing to come up with great content. Take a break — walk away, get some fresh air. Come back with a fresh pair of eyes.

2. ELIMINATE DISTRACTIONS. Shut down social media, find a quiet spot without distractions and read your content thoroughly. Read it a second time, out loud — sometimes things sound different when read aloud, and the act of reading and speaking can help you catch typos.

3. BE OBJECTIVE. Try to read your work as if you're a stranger picking it up for the first time. If you are really having a hard time being objective, ask someone to read it for you.

4. CATER TO YOUR AUDIENCE. Make sure your blog post targets your audience. Blogs are usually more casual than other forms of writing. Stick to one voice, preferably an active voice — it brings your subject to life.

5. REMOVE THE FLUFF. It's a 140-character world out there; nobody has time for rambling sentences. Shorten your sentences and tighten your content. If you can't bear to part with words, cut your sentences in half.

6. LIST IT. If there's an option to make a list, do it. Short, fun bites of information are much easier for audiences to digest in a blog post.

7. LOOK IT UP. If you're not sure whether a fact is 100 percent correct or if you spelled a word right, make sure to look it up before publishing.

8. POLISH THE FRAME. Make sure the back end and main parts of your article are in place. Craft a catchy headline, use keywords that search engines will pick up on and make sure to use those keywords throughout your post. Don't forget to attach a related content offer or download.

9. PERSONALIZE YOUR PROOFREADING. Make a list of mistakes you commonly make while writing and refer to the list each time you proofread. The more you use this list, the less you will need it because you will start thinking about these issues while writing.

10. POLICE THE GRAMMAR. Of course, make sure your punctuation is proper, your words are spelled right and your sentences make sense. You want people to concentrate on the content, not the spelling errors. Reading the text backwards helps you catch misspellings that you might have missed when concentrating on the content.



ABOUT US

Blue Star is a creative agency offering graphic design, branding, marketing and web services, with plenty of experience in B2B, B2C, healthcare, non-profit, technology and EDU.

Anyone can claim great design and marketing services. We don't just sign a contract and get to work — we meet with our clients, get to know their business, get to know them personally, and get their perspectives. That's what sets us apart from the rest: our customized, personalized interactions and relationships. But that doesn't slow us down; if anything, it speeds the process along by minimizing missteps. We respect the art of business and consistently go above and beyond to meet our clients' objectives quickly, accurately and creatively. Our clients value us as their go-to team that they can rely on because we deliver, every time.

We are known for our exceptional customer service and attention to detail. We are easy to work with, and pride ourselves in understanding the nuances of our market segments. We are professional, accessible, attentive, responsible and fast. Simply put, Blue Star produces exceptional design at the speed of business.

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