

Editing Checklist - Magazine Articles

Content:

- Does the article have a clear structure?
- Is the information presented in a logical order / follow a chain of thought?
- Is every point unique (remove duplicate information)?
- Does every point make sense, is relevant, worthwhile and unique?
- Are all facts correct and linked to the sources where required?

Brief compliance:

- Does it contain the required, relevant information - not more and not less?
- SEO compliance according to the [guidelines](#) and brief?
- Are the requested links included?
- Does it have a) meta description b) excerpt c) a CTA to the report at the end?
- Do images have alt-texts?
- Does it meet our brand requirements, i.e. practical, useful information, messaging etc.?
- Check [content types, formats, and elements](#)

Language and readability:

- Does it flow and read smoothly? (Tip: read the text out loud)
- Is the opening attention-grabbing?
- Does it follow the same narrative throughout the text?
- Can you add bullet points or numbered lists (if you haven't)?
- Simple language
- Active voice
- Clear & concise, cut fluffy words, avoid jargon
- Address the reader directly
- Check sentence length (avoid wordiness)
- Check [grammar & punctuation](#) compliance & spellcheck (incl. capitalization, special words like "onchain" and "offchain")