# 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](https://docs.google.com/document/d/1FhRs0aK4GADrsGJzD1Ebwb-V2Uk1zSR3o6sT8bT4VlI/edit?usp=sharing) 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](https://docs.google.com/document/d/1HT7K9fbiHPArgpwfGr0CL1XzwX2AhSV_1X8R6oG7keY/edit?usp=sharing)

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](https://docs.google.com/document/d/1xloKoisJVbF28xe7JrwEXH5pOfVimHhs0ccA_26YNyE/edit?usp=drive_link) compliance & spellcheck (incl. capitalization, special words like “onchain” and “offchain”)