Please carefully explore the following points and make sure you follow these in your papers:

Grammar, punctuation, syntax / English language command / Writing style

Do not:
- ➜ use first person plural (we, us)
  - ◆ *unless allowed/required by instructions;*
- ➜ include extra space after commas, periods, semi-colons and colons;
- ➜ misuse definite article <the> and the indefinite article <a, an>;
- ➜ use exclamation or question marks
  - ◆ *unless allowed/required by instructions;*
- ➜ use first person singular (I) or personal opinions
  - ◆ * unless allowed/required by instructions, e.g. in personal statement or admission papers;*
- ➜ capitalize common nouns;
- ➜ use colloquial terms or expressions;
- ➜ use "empty" adverbs [such as *basically*, *actually*, *really*];
- ➜ use hyperbole (great exaggeration) or hyperbolic words [such as *enormous*, *huge*, *magnificent*, *glorious*] or other superlatives [e.g. *most obnoxious*];
- ➜ misalign verbs with their subject in number (singular and plural);
- ➜ disagree prepositions with the verb (e.g. *results in*, not *results to*);
- ➜ use archaic words or terms (e.g. *hence, whereby, nevertheless, henceforth, hereunder, abovementioned, therefore, thus*);
- ➜ start a sentence with a conjunction (e.g. *and*, *but*, *so*);
- ➜ write useless / unfitting words to make sentences longer or more complicated;
- ➜ use gender-specific words for general meaning (*man*, *mankind*, *men*, *manhood*, *gentleman*);
- ➜ use Latin abbreviations (e.g. *etc.*, *i.e.*, *e.g.*) and use what they mean in English (e.g. *so forth*, *that is*, *for example*);
- ➜ write *so as to* when meaning *to* just for the sake of wordcount;
- ➜ include idioms;
- ➜ use bullet points in plain-text papers
  - ◆ *unless allowed/required;*

Do:
- ➜ check all spellings;
- ➜ check that all adverbs are in the right place (e.g. *He tried to ~~neatly~~ write his name neatly*);
- ➜ control what tense you are using;
- ➜ check and re-check punctuation before submission;
- ➜ write only one sentence for each idea and avoid overly complex sentences
  - ◆ * acceptable in higher-tier papers;*
- ➜ make sure each sentence makes clear and logical sense;
- ➜ use a hyphen for compound words (e.g. *stress-free*);
- ➜ avoid tautology and use a pronoun or a synonym to vary the syntax;
- ➜ understand the difference between a comma, a colon, dash, and semi-colon;
- ➜ ensure that are complete and free of run-ons;
- ➜ ensure correct sentence structure (subjects, verbs, objects, and prepositional phrases);
- ➜ properly use passive and active tenses;
- ➜ properly align singular and plural;
- ➜ correctly use modal verbs;
- ➜ properly use word forms (adjectives, adverbs, conjunctions, nouns, prepositions, pronouns, and verbs);
- ➜ properly use articles;

Formatting / Visual presentation

Do not:

➔ include the *Introduction* subheading;
➔ have extra spacing after paragraphs;
➔ justify the text: align it to the left only;
➔ have inconsistent formatting and capitalization in subheadings;
➔ deviate from style requirements;
➔ highlight parts of text
   ◆ *unless required by instructions*;
➔ leave any blank pages in documents;

Do:

➔ use proper style
   ◆ *either use the style specified by the customer or, if the client did not specify any, select one of the common styles (preferably APA or MLA)*
➔ include thesis sentence in the first paragraph
   ◆ *first sentence if a one-paragraph paper*;
➔ include an original title if one [original] is not provided by the customer;
➔ properly format the bibliography section;
➔ remove hyperlinks from URLs;
➔ understand when subheadings should be used to ease navigation within papers;
➔ ensure correct page setup (either as per specified style or specific instructions);
➔ be consistent in font format;
➔ indent paragraphs where needed
   ◆ *follow style requirements on paragraph indention*;
➔ properly format bullet point lists (indention & punctuation);
➔ correctly formulate bibliography section's title (singular/plural);
➔ correctly format appendices.
➔ start the bibliography section with a page break so that it always starts from the top of the page;

Format of references / In-text citations

Do not:

➔ Engage in translating texts on a topic in other languages into English;
➔ omit citations with non-common knowledge;
➔ omit including a bibliography when consulting and borrowing ideas from any sources;
➔ deviate from style requirements on references and in-text citations;
➔ simply list sources at the end of the paper without including in-text citations;
➔ simply include a URL address without providing all the other required elements;
➔ use Wikipedia, Sparknotes, and other similar resources.

Do:

➔ make sure the substitution word you use has exactly the same meaning as the word you are replacing when paraphrasing;
➔ follow specific style requirements for each type of sources;
➔ pay close attention to capitalization of titles and punctuation in references;
➔ pay close attention to format of in-text citations and follow style requirements
➔ prioritize customers' or professors' instructions on format of references before those indicated in the order details;
➔ properly integrate in-text citations into signal phrases;
➔ try to use only recent resources, which, usually, is no older than 5-10 years;
➔ try to use as few non-scholarly sources as possible.

Coherence of ideas organization

Do not:
➔ write useless / unfitting words to make sentences longer or more complicated;
➔ repeat the same concept, idea or thought;
➔ use gender-specific words for general meaning (*man*, *mankind*, *men*, *manhood*, *gentleman*);
➔ start paragraphs abruptly (without a proper lead-in/topic sentence);
➔ discuss more than one central idea per paragraph;
➔ omit thesis statements / topic sentences.

Do:
➔ use transition words between sentences;
➔ use transition sentences between paragraphs;
➔ ensure that paragraphs are not shorter than 4 lines and 3 sentences;
➔ ensure that concluding sentences are included in paragraphs;
➔ ensure that topic sentences are included in paragraphs;
➔ ensure that ideas flow well;
➔ use subheadings effectively to divide the paper into logical sections;
➔ avoid abruptness in paragraph or overall text structuring.

Following of instructions

Do not:
➔ violate any points of instructions;
➔ provide a specific number of words that the client paid for;
➔ proceed with making-up of information without the client's consent;

Do:
➔ follow every point of instructions from order details: number of pages, number of slides, number of charts, number of sources, paper format, type of paper, discipline, and academic level;
➔ clarify any discrepancies in order instructions with the customer;
➔ contact customers if any point of instructions cannot be followed;
➔ confirm with the customer that personal information can be omitted or made up.