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See for yourself what you can expect from proofreading, copy-editing (*Basic* or *Basic Plus*) and substantive/language editing (*Comprehensive* or *Comprehensive Plus*). The two (anonymised) sample sentences below come from an actual research article and a technical article respectively. They were processed in Microsoft Word with 'Track Changes' and Word's spell-checker activated.

Proofreading

This allowed the web developers to perform further novel actions⁷ and thus promoted generativity. They defined that it should be possible to flexibly add new columns and headers, copy-pasting cells and saving and loading fliesfiles.

Copy editing (Basic / Basic Plus)

This allowed the web developers to perform further novel actions^s and thus promoted generativity. They defined that it should be possible to flexibly add new columns⁷ add or headers, copy-paste^{ing} cells and save^{ing} and load^{ing} fliesfiles.

Substantive editing (Comprehensive / Comprehensive Plus)

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Commented [AG1]: Does that mean '... to introduce a novel solution' or 'to act innovatively'?

Commented [AG2]: [If this term hasn't been defined earlier in the paper, at this point you'd be asked to provide a definition, as 'generativity' isn't a standard term in Agile terminology.]

Substantive editing / Language editing (Comprehensive Plus)

[Original text]

In short, off-page SEO requires usage of different techniques in the purpose of optimizing a website using external elements, which mostly includes link building and nurturing the reputation of your website.

Commented [AG3]: As you haven't explained 'link building' yet, including a brief definition here might be helpful. Suggested phrasing: 'In short, off-page SEO involves optimizing a website through various techniques; mainly *link building* (i.e., establishing links in other websites that direct users to your website) and nurturing your website's reputation.'

[The excerpt comes from an article on SEO for beginners.]