

## Compare our services

See for yourself what you can expect from proofreading, copy-editing (*Basic Plus*) and substantive editing (*Comprehensive Plus*). The anonymised samples below come from two research articles (examples 1 and 2) and from a technical article (example 3). They were processed in Microsoft Word with 'Track Changes' activated.

### Example 1

#### Original text

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

#### Proofreading

This allowed the web developers to perform further novel actions 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 files.

#### Basic Plus (copy editing)

This allowed the web developers to perform further novel actions and thus promoted generativity. They defined that it should be possible to flexibly add new columns or headers, copy-pastecells and save and load files.

#### Comprehensive Plus (substantive editing)

This allowed the web developers to perform further novel actions, promoting generativity. They stipulated that it should be possible to flexibly add new columns or headers, copy-paste cells and save and load files.

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

**Commented [AG2]:** This term hasn't been defined earlier in the paper, so, at this point, it'd be useful to provide a brief and simple definition, as 'generativity' isn't a standard term in Agile terminology.

## Example 2

### Original text

First, aligning managers' interests with this type of compensation is only feasible in capital stock companies. Second, a hostile take-over in case of bad management performance does not pose a threat to the manager of this company.

**Commented [AG3]:** This document was converted by the author from LaTeX into Word. The conversion introduced numerous errors that the author didn't notice.

### Proofreading

First, aligning managers' interests with this type of compensation is only feasible in capital stock companies. Second, a hostile take-over in case of bad management performance does not pose a threat to the manager of this company.

### Comprehensive Plus (substantive editing)

First, aligning the manager's interests with this type of compensation is only feasible in capital stock companies. ~~Second, a hostile take-over in case of bad management performance does not pose a threat to the manager~~ of this company such companies, even if the manager's performance is poor.

**Commented [AG4]:** Please clarify whether you mean that the manager is safe, even if he or is doing a bad job or whether 'in case' means that the company is targeted *because* of bad management.

## Example 3

### Comprehensive Plus (substantive editing)

#### [Original text]

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

**Commented [AG5]:** [The excerpt comes from an article on SEO for beginners.]

Including a brief definition of 'link building' here might be helpful. Suggested phrasing:

'In short, off-page SEO involves optimizing a website through various methods that rely on external elements. The main methods are *link building*, i.e., establishing external links in other websites that direct users to your website, and nurturing your website's reputation.'