

Copy refinement checklist

Complexity

- Can the same message be delivered in fewer words?
- Can the complexity of the grammar be reduced? *e.g fewer commas, hyphens, colons etc.*
- Can complex words be simplified? *e.g Avoid long words of multiple syllables, technical language*

Consistency

- Is the presentation consistent with the rest of the product?
- Are we using the same names to refer to aspects of the product?
- Is the style and tone consistent with the rest of the site?
(Conversational? Matter of fact?)
- If similar instructional copy is used elsewhere, can we use the similar copy here to assist with the user's understanding?

Context

- Does the copy fit within the design layout of the product?
- If the copy can't meet the needs within the restrictions of the design, what design changes are needed?