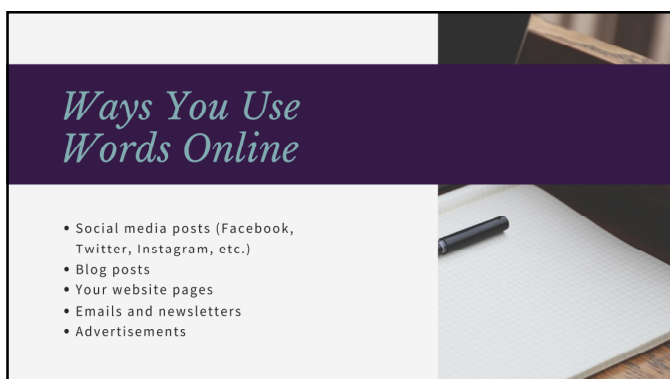








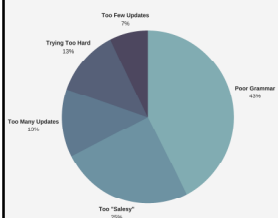
10 Reasons

Bad Grammar Negatively Affects Your Online Presence

1.

It's distracting
for your
audience.

What Customers Hate About
Social Media Brands



42.5%

of users say they hate poor spelling or
grammar on social media and find it
distracting.



2. It hurts your credibility.



3. You risk losing clarity and confusing your readers.



4. It hurts your SEO.

- Increases bounce rates
- Makes your site harder to find in a search engine
- Lowers your page ranking



5. It makes you seem:

- Unintelligent
- Uneducated
- Apathetic
- Lazy
- Sloppy



*Looking to attract
lucrative clients?*

People who earn more than
\$100,000 a year care

10% more

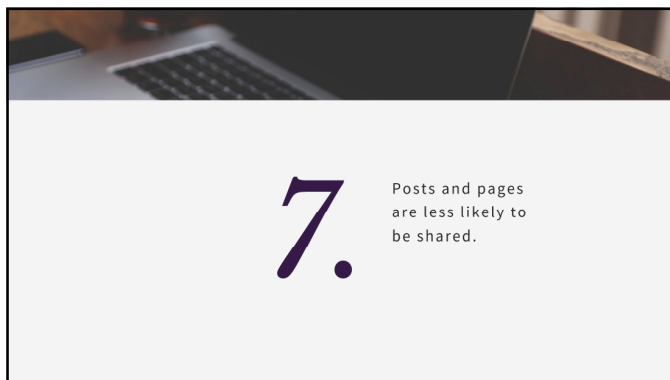
about good grammar than those
earning less than \$100,000 a year.

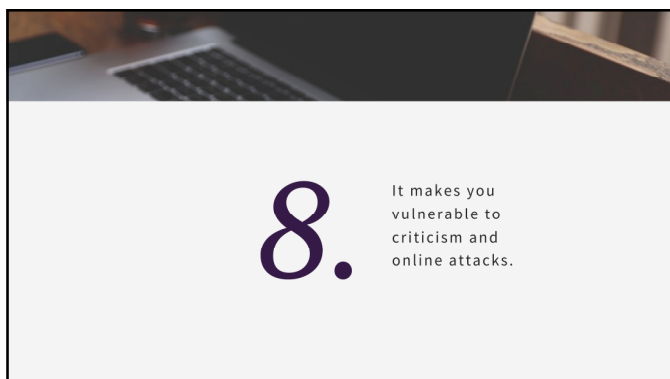
Source: www.grammar.com/grammar-101



6. It's harder to
keep people's
attention if your
content is
difficult to read.









9. It provokes negative emotions in your readers.

68% the number of respondents who said emails with spelling and punctuation errors annoyed them

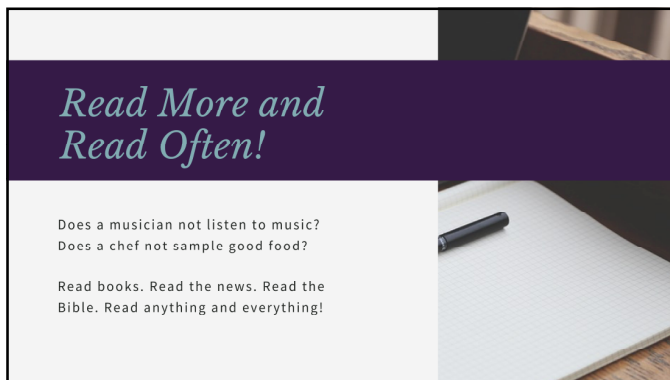
Source: Public Relations Writing Handbook © Copyright by Doug Rains and John Hayes





10. It makes your message less effective and impactful.







Use the Available Tools

- Style guides (AP, Chicago, APA, etc.)
- Built-in Spelling and Grammar checks in Microsoft Word or similar programs
- Google! When in doubt, look it up

Review Your Content

- Read through your social media posts, emails, and blog posts *before* publishing them
- Better yet, read them aloud to catch more mistakes

Get an Editor!

An editor is a writer's best friend. Here are five reasons why you need an editor in your life...



1. It's important to show your work to a handful of trusted people who won't judge you before showing it to millions who will.



2. We know what you're trying to say, and we'll help you say it.

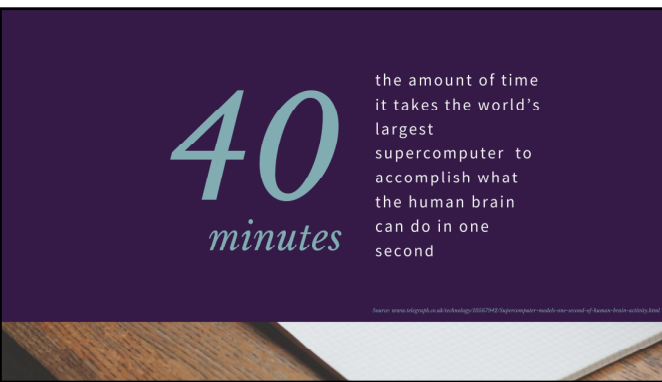


3. Microsoft Word doesn't catch all mistakes.



Word Processors Can Miss:

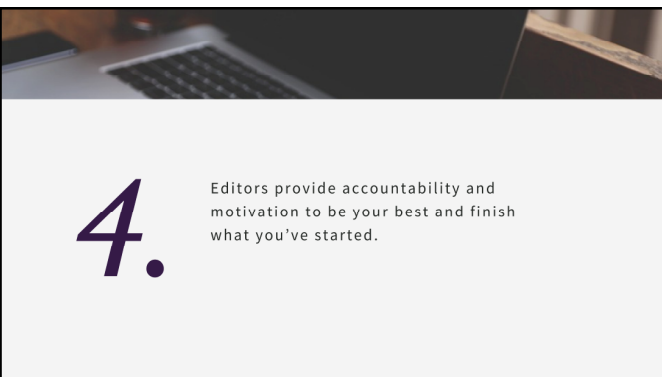
- Malapropism: "from" and "form" or "quite" and "quiet"
- Verb mix-ups (lie vs. lay)
- Homophone mix-ups (their vs. they're)
- Sudden verb tense changes
- Formatting issues
- Missing commas



40 minutes

the amount of time it takes the world's largest supercomputer to accomplish what the human brain can do in one second

Source: www.edge.org/issue/edge30/edge30_022_supercomputer.html

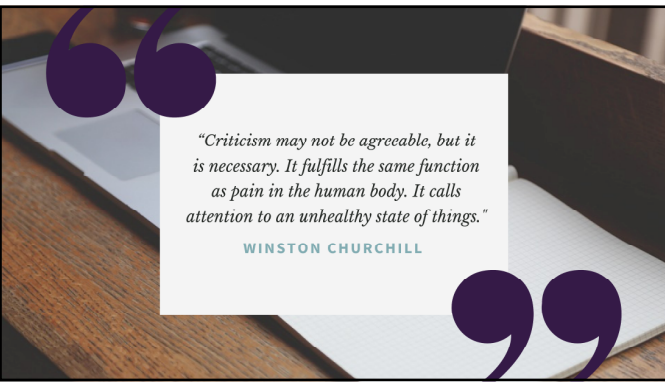


4.

Editors provide accountability and motivation to be your best and finish what you've started.

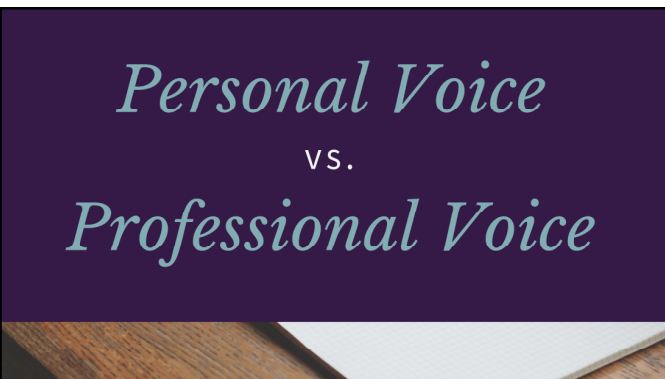


5. Criticism makes you better.



“Criticism may not be agreeable, but it is necessary. It fulfills the same function as pain in the human body. It calls attention to an unhealthy state of things.”

WINSTON CHURCHILL



Personal Voice

VS.

Professional Voice



Personal Voice

- Text messages to friends
- Casual social media posts
- Private messages and emails to friends and family



Professional Voice

- Your website
- Business emails and newsletters
- Posts on any social media account connected to your business
- Resumes, cover letters, etc.
- Any published work (blog posts, articles, books, etc.)



It's Okay to **Break the Rules**

- Be yourself
- Know your audience
- Be consistent



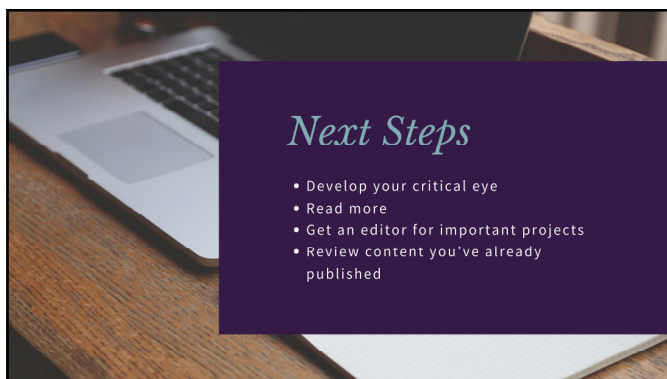
A Note About Copywriters

- Make sure your copywriter knows your professional voice
- Your copywriter should be able to "sound like you"
- Copywriters should be held to the same grammar standards unless their work is going through an editor before being published online



"When you sell or communicate on the internet, 99% of the time it is done by the written word."

SEAN COUGHLAN, BBC NEWS



Next Steps

- Develop your critical eye
- Read more
- Get an editor for important projects
- Review content you've already published



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