



Editor Roles and Responsibilities

Editor responsibilities differ slightly from those of proofreaders. Below are the main things to be considered when editing:

1. How well were instructions in the job details followed?

These are job-specific. Job details should always be read by editors and style guides should be reviewed in order to ensure success.

**Please see job details checklist below and keep these items in mind when checking the job instructions against the content.*

2. Does the piece need to be sent back to the writer?

Generally, if instructions listed in the job details were not followed, content should be sent back for revisions. If you're not sure the piece warrants a full revision, please check with a CW team member before sending back to the writer in order to maintain deadlines.

**Note: Be kind. CW writers are your colleagues and they are people, too. Editor comments should always be professional and stated in a respectful manner.*

3. How well-edited is the content?

While going through the content, correct any spelling, punctuation, grammar, and style errors. The proofreader should just be a last check for any missed errors or errors introduced during editing.

**Please see copyediting checklist below to see what to look out for.*

Job Details Checklist:

Topic

- Did the content address the given topic?

Word Count

- Does the piece have the correct word count?

Target audience

- Is the content written with the appropriate audience in mind?

Introduction

- Is there a clear and effective introduction?

**This requirement depends on product and is mainly used for blog posts, email newsletters, and longer-form content.*

Things to mention & additional notes

- Did the writer include everything in the “things to mention” and additional notes sections?

Keywords

- Were keywords properly addressed?

CW Style Guide/Client Style Guide

- Was the CW/Client Style Guide followed? (Client style takes precedence if included)

Voice

- Was the correct voice used and was it consistent and **active** throughout?

Tone

- Was the correct tone used and was it consistent throughout?

Copyediting Checklist:

Grammar

- Are there [common](#) grammatical errors?
- Is the tense consistent throughout?

Spelling

- Is spelling correct?

Punctuation

- Is there consistent comma usage?
- Is consistent bullet point language used?

Structure

- Is the heading structure consistent? (If a heading is one word, the rest should be one word; if one heading asks a question, the rest should ask a question, etc.)
- Please note: use your judgment with this. If it seems natural for one heading to be a question, you can leave it as such and not change the rest.

Voice

- Did the writer use active voice rather than passive?

Sentence structure

- How well are sentences structured?
- Is variation in sentence structure represented?

Transitions/Overall flow

- Do sections flow naturally from one to the next?

ContentWriters Word Count Chart - Standard Products

Product	Word Count
Standard Blog Post	300-500
Long Blog Post	500-700
Website Page	300-500
Press Release	400
Facebook Posts	400-800
Tweets	200-600
LinkedIn Posts	400-800
Product Descriptions	600
Email Newsletters	400-500
White Papers	1500

Please note: Word count may vary based on client specifications, so always double check whether there is a custom word count.