

Lift Internal | Revitalizing B2E Communication

# Proofreading Checklist

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## CHECKLIST: PROOFREADING



**Use this checklist** after the content has been fully edited and just before approval for production. (Production can be posting to the intranet, emailing, printing, PDFing or presenting, etc.)

**REMEMBER:** Proofreading is about accuracy, not style and scope.

<input type="radio"/>	Have you paid attention what your <b>spell-checker</b> is telling you? If words such as company name, product names and lingo are identified, add those to your dictionary.
<input type="radio"/>	Have you read all the content <b>backwards</b> ? That is, from the last word to the first? This technique forces you to look at each word.
<input type="radio"/>	Have you validated the accuracy and cross-referencing of <b>numbers and dates</b> ?
<input type="radio"/>	Have you validated <b>names and titles</b> spelling and accuracy?
<input type="radio"/>	Have you looked at the <b>formatting</b> ? Check for: <ul style="list-style-type: none"><li>• Spacing between words and lines</li><li>• Font and bullet point consistency</li><li>• Consistent margins and tabs</li><li>• White space around images</li><li>• Headers and footers not too close to main content</li></ul>
<input type="radio"/>	Have you looked at <b>charts, graphs and images</b> to validate: <ul style="list-style-type: none"><li>• Labels</li><li>• Titles</li><li>• Cross-references</li><li>• Footnotes</li></ul>
<input type="radio"/>	Have you checked the accuracy of <b>URLs</b> ?
<input type="radio"/>	Have you tested all <b>hyperlinks</b> , including if they open in a new window or not?
<input type="radio"/>	Have you reviewed the use of <b>logos and trademarks</b> ?
<input type="radio"/>	For <b>PowerPoint</b> decks, have you: <ul style="list-style-type: none"><li>• Made sure the title slide is accurate (e.g., date, presenters)?</li><li>• Paid attention to slide transitions? There should be some kind of consistency to them so they don't become a distraction.</li><li>• Made sure the time spent on each slide when transitions are automatic is appropriate?</li><li>• Ensured the font size is appropriate for reading from a distance?</li><li>• Tested embedded audio and video?</li><li>• Tested animations?</li></ul>
<input type="radio"/>	Have you <b>read</b> the content to make sure it's accurate? Types of things to look for: copy and paste accidents, people's names mixed up, accurate references to specific sections or pages.