

RemotePass Writer's Editing Guide

This actionable guide outlines the process for editing content at RemotePass, ensuring that all articles are clear, engaging, and aligned with brand standards. It covers three essential editing phases: **Context Edit**, **Line Edit**, and **Scan Edit**, followed by quality assurance for **SME Quotes**. This guide will help ensure that content is impactful, easy to read, and positions RemotePass as a leader in the HR and payroll industry.

Phase 1: Context Edit

Goal: Ensure clarity, accuracy, and uniqueness of the content by checking if the argument presented is strong and compelling.

Key Questions:

- **Does this make sense?** Is the core argument clear, and does it make logical connections?
- **Is the argument accurate?** Have we presented the facts correctly? Are we connecting dots that readers may have missed?
- **Does this stand out?** Are we offering a unique point of view that showcases thought leadership in the HR and payroll industry?

Steps:

1. Review the Introduction:

- Can you get through the introduction without confusion or distraction? If not, the reader won't either.
- Does the introduction present a compelling case? Ask:
 - How is the argument presented?
 - Could it be framed better?
 - Is it accurate and timely?
 - Does it convince the reader this is worth their time?

2. Review for Insight & Originality:

- Ensure we're adding new value to the discussion. Are we connecting unique dots that others may not have? For example:
 - If discussing tech updates, are we examining the deeper, business-oriented reasons behind them rather than the surface-level marketing narratives?

3. Verify Relevance:

- Does the article address something that matters to our audience right now?
- Is the impact on businesses clear? For example, in discussions about tech updates, how do they affect RemotePass clients and potential users?

4. **Actionable Tip:** Always strive to create thought leadership by offering a perspective others might miss. This is how we build trust, win hearts, and create a memorable brand presence.

Phase 2: Line Edit

Goal: Ensure consistency with RemotePass's guidelines for grammar, structure, and style.

Key Questions:

- Is the content consistent with our style and tone?
- Are there any grammatical or structural issues?

Steps:

1. **Check Grammar & Clarity:**
 - Ensure that grammar, sentence structure, and punctuation are correct.
 - Check if sentences flow well and are easy to understand.
2. **Adhere to Brand Guidelines:**
 - Make sure content follows RemotePass's style rules, such as:
 - Preferred spellings (e.g., "eCommerce" vs. "ecommerce").
 - Formatting choices (e.g., spelling out "percent" or using "%").
3. **Verify Citations & Links:**
 - Ensure citations are from reputable sources and are no older than five years.
 - Include proper citations for data or facts, and check that links work and go to appropriate sources.
 - Verify that brands mentioned are linked and, when possible, that they are RemotePass clients.
4. **Interlinking & Social Media Considerations:**
 - Add internal links to relevant RemotePass case studies, product pages, or other articles.
 - Review headlines and subheads for clarity and offer suggestions for improvement.
 - Create brief social media snippets or storylines to accompany the article for easier distribution by the marketing team.

Phase 3: Scan Edit

Goal: Ensure the content is visually scannable and retains readers' attention.

Key Questions:

- Can this content be easily scanned?
- Does it provide a clear takeaway even for skimmers?

Steps:

1. **Headline & Subhead Review:**

- The headline should grab attention and create interest.
- Subheads should tell a story on their own and create curiosity for the reader to continue.

2. **Paragraph & Text Breaks:**

- Keep paragraphs short for easy reading on all devices, especially smaller screens.
- Use line breaks, bullet points, and visuals to create space in the text.

3. **Bullet Points & Lists:**

- Convert long lists into bullet points to improve readability.
- Bullet points should be concise, clear, and easy to digest.

4. **Images & Visuals:**

- Ensure images are relevant, high quality, and break up large blocks of text.
- Use pull quotes strategically to highlight key takeaways or points.

Actionable Tip: Always consider how the reader will experience the content on screens of various sizes. Use text breaks and images to maintain engagement.

SME Quotes Quality Assurance Process

Goal: Ensure that quotes from Subject Matter Experts (SMEs) are accurate, relevant, and strengthen the credibility of the article.

Steps:

1. **Verify the SME's Expertise:**

- Ensure the SME is qualified to comment on the subject.
- Check the SME's credentials and relevance to the content being discussed.

2. **Confirm Quote Accuracy:**

- Reach out to the SME to confirm quotes if needed, ensuring that their words are correctly represented.
- Make sure the quotes add value to the article and are not generic or redundant.

3. **Align Quotes with the Argument:**

- Ensure the SME's quotes support the central argument or add depth to the discussion.

- If the SME's quote doesn't directly tie into the key points of the article, either reframe the context or omit the quote.

4. **Attribution and Citations:**

- Attribute the quote correctly with the SME's full name and title.
- Ensure citations are linked to the SME's original publication or profile when relevant.