

Copy Checkup Report

Page 1 of 2

Client:	ABC Machine Tool
Date:	October 1, 2012

Text from client's website: *We understand that the quality of our work leads to a strong basis for your success, and we do our best to ensure you of the best possible tools that are designed to last 25 years and beyond. Your investment in our product is an investment in the best quality machine tool possible.*

Since 1970, it has been our firm commitment to provide quality and value along with dependable service, every day. We stock over \$4 million in parts and accessories, and our underlying goals are based on a personal approach to answering your needs.

ABC Machine Tool offers complete sales, including custom tool development, through a network of local distributors. We have great customer service and complete machine training along with maintenance training and manuals.

Findings

Averages	Sentences per paragraph: 2.0
	Words per sentence: 21.0
	Characters per word: 4.9
Passive Sentences	33%
Flesch Reading Ease ¹	49.8 (fairly difficult)
Grade Level ²	11.5
Weusitis Ratio ³	2.25 (high)

¹ 90-100 Very Easy / 80-89 Easy / 70-79 Fairly Easy / 60-69 Standard
50-59 Fairly Difficult / 30-49 Difficult / 0-29 Very Confusing

² Years of education needed to understand the text easily on the first reading

³ Ratio of first-person pronouns and possessive adjectives (*I, we, us, ours, our*) to second-person pronouns and possessive adjectives (*you, your*). 0.0 - 0.5 ideal / 0.5 - 1.50 slightly elevated / 1.50+ high

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Page 2 of 2

Recommendations

This message on the landing page of the company's website is key to a positive first impression among prospective customers. There are good points, but the copy needs reworking to bring them out.

1. Reduce sentence length to raise reading-ease score above 75.
2. Change passive constructions to active voice.
3. Revise copy to emphasize customer benefits over supplier features (bring *weusitis* score into ideal range).
4. Fix awkward syntax and word choices (e.g., "*leads to a strong basis*," and "*our underlying goals*")
5. Estimated time for revision: ½ hour