FORMATTING CHECKLIST

This worksheet appears in Copy Hackers Book 2: Formatting & The Essentials of Web Writing.

☐ Separate parts (of a longer sentence or statement) using parentheses... or an ellipses
☐ Capitalize words that Need To Be Read
☐ Shorten long sentences – especially those with lots of verbs (that is, action words) – into a series of short sentences
☐ Replace at least 2 commas with dashes that have a space on either side
☐ Replace written-out numbers (e.g., “five”) with numerals (e.g., “5”)
☐ Replace “and” with an ampersand (i.e., “&”) or a plus sign (i.e., “+”)
☐ Boost the size of the body copy font – and even the headline and subhead – by at least 2 points
☐ Group similar copy chunks together visually