

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