

Improving readability

Strategies to improve the readability of books, articles, white papers and other publishable materials:

- Explain complex or rare words.
- Avoid jargon.
- Vary sentence length.
- Use passive voice appropriately.
- Copy-edit the translation.

Strategies to improve the readability of online content that may be useful to publishable texts:

- Use easy and short words.
- Apply simple sentence structure.
- Choose active voice.
- Break up the text into paragraphs.
- Organise the text with headings.
- Employ fewer modifiers.

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