



8 Tips to Proofread Typos Out of Your Content

Careless mistakes involving spelling, punctuation, grammar, and word choice can make or break the quality and clarity of your content. **Avoid embarrassing typos. Proofread like a pro with these tips.**

01 Familiarize yourself with basic grammar rules.

- ➔ There are some **common grammar mistakes** that trip up a lot of people — like using "your" instead of "you're," "affect" instead of "effect," or a misplaced apostrophe. Brush up on the basics to become a better proofreader. Need help? Download this [checklist](#) as a reference.

02 Don't proofread your own writing.

- ➔ Everyone's writing can benefit from another set of eyes. Hire an editor (freelance or in-house) or ask the most detail-oriented person on your team to read your work before you hit "publish."

03 Print out your work.

- ➔ For some reason, errors are easier to spot on hard copy than on a computer screen.

04 Give it a rest.

- ➔ Set your work aside — whether it's for an hour or two, or a day or two. You'll come back to it with fresh eyes and will probably notice things you didn't before.

05 Read your work aloud.

- ➔ Just like seeing your writing in print can give you a different perspective on it, reading something aloud can help you pick up on mistakes or hear phrasing that could be clearer.

06 Don't rely on spell-check.

- ➔ It won't save you from usage errors like "its" instead of "it's" or "there" when you meant "their." Spell-check also won't flag repeated or missing words — little ones like "to," "of," "and," "or," and "the" are common culprits.

07 Read your work backwards.

- ➔ When you read something as you normally would, especially if you wrote it yourself, your brain knows what you meant to write and can skip over mistakes. Reading it backwards — right to left — requires some mental gymnastics that can make slip-ups easier to spot.

08 Double-check facts.

- ➔ Look up facts, figures, proper names, Twitter handles, website URLs, and anything else that you just "know for sure" is right, because sometimes your memory isn't what you think it is.

Content with typos doesn't get shared and hurts your credibility. Proofread your way to remarkable copy.

Checklist derived from the original blog post on Marketing Trenches, "[How to Proofread Typos Out of Your Content: 8 Tips.](#)"