

# How we test and apply our standards

**Our customers ask their customers what they think of the documents and websites we've edited. They seem to like what we do.**

**People who attend our writing-skills courses rate them highly – as enjoyable and helpful, with fresh, interesting material.**

Occasionally we use mathematical or computerized readability tests as a general guide to the reading-age-level of texts we've edited. But we don't use these tests routinely because they can be too rigid, too time-consuming and not reliable enough. They need to be accompanied by good judgment.

We always ask 'Who will be reading this document?' and adapt the style to the readers. This can mean putting an idea more simply, or finding more familiar words, or explaining technical terms. Equally, it can mean using more unusual words if they are the right ones for the job and if the readers are likely to know them.

Just as important, we make sure documents are well structured, with ideas logically set out and clearly signposted. We keep what's good in documents, and suggest only amendments that will improve them. Sometimes, though, a host of small changes will add up to a substantial rise in readability.

As your plain-English partner, our aim is always to help you clarify, not to make changes for change's sake.