

In this 'health check' the original text is followed by an annotated version with comments on structure, language use and readability. The amount of detail varies according to the size of the text and its type. A complimentary version will have up to ten comments¹.

Original text

Would you consider Part Exchange?

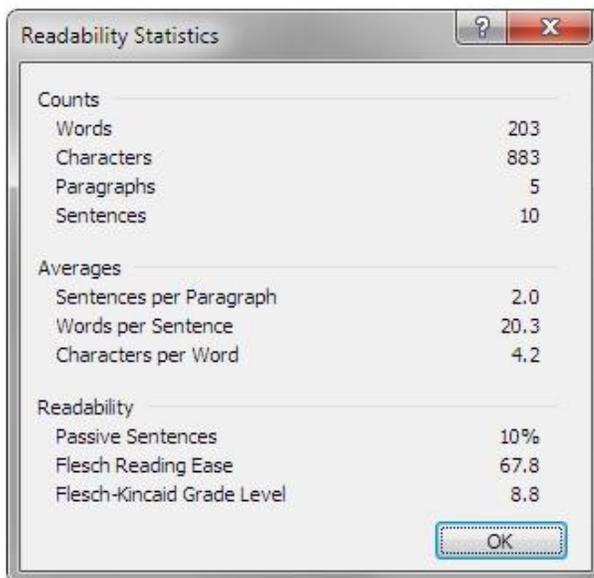
You could avoid all the stress, hassle and worry of putting your house on the market, waiting for a sale, and then hoping the chain doesn't break if you part exchange your existing property for a brand new Academy Design home. You'd Part Exchange your old car for a new one for a quick and easy sale, so why not your home?

If your existing property is around 70% of the value of the home you are looking to buy from Academy Design, you could be eligible. Whether your home qualifies for part exchange will depend on a variety of factors, including the location, but if it is eligible we will buy your existing property from you when you purchase an Academy Design home. This means no chains and a quick and simple sale. You'll also avoid pricey estate agents fees and the inconvenience and worry of putting your house on the market.

Why do we do this? Put simply, a quick and hassle free sale to you a chain free buyer is incredibly valuable to us.

Because there is no chain there is far less chance that the sale will be held up or will fall through.

Readability statistics



Readability Statistics	
Counts	
Words	203
Characters	883
Paragraphs	5
Sentences	10
Averages	
Sentences per Paragraph	2.0
Words per Sentence	20.3
Characters per Word	4.2
Readability	
Passive Sentences	10%
Flesch Reading Ease	67.8
Flesch-Kincaid Grade Level	8.8

The readability statistics for the original text show a reasonable state of health. The averages are good. The number of passive sentences is low, which is appropriate for this kind of text (< 20 is desirable). The Flesch index is high (> 60 is good). The Flesch-Kincaid level is also good (reflects US High-school 'grades', which translates into a reading age of 13-14 yrs, UK year 9). The figure shows the Readability Statistics screen taken from MS Word 2010.

Comments on language and readability

The numbers in brackets are references to the square brackets in the annotated text.

Annotated text**Comments****Would you consider Part [0] Exchange?**

You could avoid all [1] the stress, hassle and worry [2] of putting your house on the market, waiting for a sale, and then hoping the chain doesn't [3] break [4] if [5] you part exchange [6] your existing property for a brand [7] new Academy Design home. You'd [3] Part Exchange [6] your old car for [8] a new one for [8] a quick and easy sale, so why not your home? [9]

[Sentences: 2 Sentence lengths: 40, 21]

[0] Capitals.

[1] 'all' filler or emphasis word.

[2] Triple-word statement: 'stress, hassle and worry'. 'Hassle' is colloquial and could be dropped. Two-word statement is more effective: 'stress and worry'.

[3] Contraction – informal.

[4] An opportunity for a sentence break point [at 27 words], but the sentences would need to be re-written. Possibly reverse the sentence to start with the main point. 'If you part exchange...' and so on. Note the lower case 'p' and 'e', as in [17].

[5] 'If' is often a 'when'. Try 'when' instead. Normally 'if' is a conditional expression: 'if...then'. Revising, as in comment [8], makes 'if' conditional.

[6] Is this capitalised? Capitals signal this is a special 'Part Exchange'. See [0] and [17]

[7] 'brand' is an emphasis filler; 'new' is strong enough.

[8] 'for' repeated.

[9] Where does the question start, and end? Statement blurred with question.

If [10] your existing [11] property is around [12] 70% [13] of the value of the home you are looking to buy from Academy Design, [then] [14] you could be eligible [15]. Whether [16] your home qualifies for part exchange [17] will [18] depend on a variety [19] of factors, including the location, but [20] if it is eligible we will buy your existing [21] property from you when you purchase

[Sentences: 4 Sentence lengths: 25, 37, 10, 19]

[10] [14] 'If...then'; note the 'then' is often dropped. It helps if 'then' is included.

[11] 'Existing' is unnecessary. Drop this when the sentence is revised.

[12] 'around' is vague and contradicted by the following exact figure.

[13] If a range is implied, suggest one. Instead of 'about 70%' say '65-75% of the value of the home...'

[15] Incomplete idea. 'Eligible' for what? An unanswered reader question [RQ]. This might be implied in the previous text but could be made clearer since it is an important idea in the article.

precision:texts

a Academy Design home [22]. This means no chains [23] and a quick and simple sale. You'll also avoid pricey estate agents [24] fees [25] and the inconvenience and worry of putting your house on the market.

Why do we do this? Put simply, a quick and hassle free [26] sale to you a chain free [26] buyer [27] is incredibly [28] valuable to us.

Because there is no chain [29] there is far [30] less chance that the sale will be held up [31] or will fall through.

health check sample

[16] 'Whether' is really 'Whether or not...' It often helps to put this in to check the logic of your writing.

[17] Lower case 'p' and 'e'. See [6]

[18] 'will' - avoid the future tense and use 'is'. The conditions are presently true as well as in the future. '...will depend' becomes '...depends'.

[19] 'Variety' is used for 'variations'. Here we might mean 'quantity'; that is, a 'number of factors...' The factors can be 'different', but if they 'vary', in what way do they vary?? We often confuse 'variation' with 'difference'.

[20] 'but' The comma is necessary. 'But' implies some discordance, which is not really intended here. Could even be a ';' since it is a separate statement.

[21] 'Existing' is a filler, and unnecessary.

[22] Possibly cut: '...from you when you purchase a[n] Academy Design home.'

[23] Singular or plural: 'chains' or 'chain'?

[24] Apostrophe missing, which tells us how many agents ("agent's" or "agents")

[25] Double 'and'; we need a comma '...,and....and....' Really 'and worry' is parenthetical and possibly should have commas '...,and worry,...'

[Sentences: 3 Sentence lengths: 5, 19]

[26] Hyphens: 'hassle-free' and 'chain-free'.

[27] Parenthesis, either commas or brackets. '...sale to you, a chain-free buyer, is incredibly valuable...' Normally we would use commas, since 'a chain-free buyer' is modifying 'you'.

[28] Hyperbole - 'incredibly'. Is this really unbelievable?

[Sentences: 3 Sentence lengths: 21]

[29] Possible comma.

[30] 'Far' is an unnecessary emphasis.

[31] Missing comma.

Structure

Paragraph structures	<p>The heading, and the four-paragraph structure make it easy to 'navigate' the information on the page. Overall the paragraphs are not too long and have a variety in sentence lengths. The pace is good.</p> <p>Para 1: two sentences - long (> 30) then short. In the long sentence look for a sentence break point. It needs a re-write to clarify the sense and the relationships in the sentence.</p> <p>Para 2: Is reasonably balanced in sentence lengths, and the logic is sound. But see comments.</p> <p>Para 3: The short sentence is a useful effect. The question leads to the next sentence.</p> <p>Para 4: This is a single-sentence paragraph (SSP). It really belongs to Para 3.</p>
Headings	<p>The heading is clear, but needs to be consistent with capitalisation in the text (see [0] and [17]).</p>
Bullets	<p>None used.</p>
Sentences	<p>Para 1: Re-order sentences so that the second sentence becomes the opening sentence (the shorter the more effective).</p> <p>Para 2: A good mix of lengths. Conditional logic needs to be clearer to avoid re-reading.</p>

¹The authors take no responsibility for any actions that result from the comments, or are influenced by them or anything else in this document.