

PLAIN ENGLISH WORDS

Make the Sale

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Use Shorter Synonyms

Replace long words with simpler ones. For example:

- "Use" instead of "Utilize"
- "Now" instead of "Currently"
- "Help" instead of "Assist"

Use Simplest Verb Tense

Use simple present tense to sound crisper and more action-oriented.

For example:

- "I blog to..." versus "I am blogging to"

Remove Meaningless Words

For example, remove words such as "very" or "basically" when the sentence meaning stays the same without them.

Use Words People Search With

They will always be the ideal words for your customers and for SEO.

Use Verbs for Actions

Watch out for hidden verbs. Do you take proposed edits under consideration? Or do you consider proposed edits?

