

Follow these steps to proofread SERVPRO articles and to submit them through the client form.

Before you get started, make sure you're familiar with the [SERVPRO style guide](#). You won't have to reference it to complete your proofreads, but we want to make sure everyone understands what SERVPRO requires.

1. Sign Up for a Block To Proofread

You'll sign up for the complete block, even though you'll proofread only one article.

Proofreader Name	Date Selected	Due Date	Proofread Done?	Article Title
Amber Morris	9/18/2018	Wed 9/19/2018 10:00 AM		33-Why Baseme
Amber Morris	9/18/2018	Wed 9/19/2018 10:00 AM		submit only
Amber Morris	9/18/2018	Wed 9/19/2018 10:00 AM		submit only
Amber Morris	9/18/2018	Wed 9/19/2018 10:00 AM		submit only

TRAINEES: You'll sign up for only one article in the block, replacing "New Editor" for your name. Do not write over "Admin."

Proofreader Name	Date Selected	Due Date	Proofread Done?	Article Title
Amber Morris	9/18/2018	Wed 9/19/2018 10:00 AM		33-Why Baseme
Admin				submit only
Admin				submit only
Admin				submit only

2. Download Articles From the Proofread Email Box

Here's a trick: Instead of downloading the attachments one at a time, click the down arrow, as show in the image below, to download all attachments at once.



TRAINEES: Please download all four articles, even though you put your name on one. We'll let you know when it's OK to post all four.

SERVPRO PROOFREADING CHECKLIST

Send editing questions to: amber@bkacontent.com
cara@bkacontent.com

3. Run Copyscape

Run all articles through Copyscape: <http://copyscape.com/>.

- Check multiple articles at a time by copying/pasting up to 2,000 words.
- Any articles with duplicate content should be sent back to the writer.

4. Review Content


While looking for spelling and grammar errors, also verify the following:

- Primary keyword (first one listed) is used exactly 3 times (stop words allowed) and properly spaced within document
- Negative health issues related to mold are not mentioned
- Focus (either commercial or residential damage) is correct, as indicated on the tan bar
- Hyperlink is included
- “City, State” always has brackets like this: “[City, State]”
 - **Punctuation Tip:** When writing about a “City, State,” *always* add a comma after the state, unless it ends the sentence.
 - Ex: Business owners in [City, State], must plan for flooding.

Before you start editing, quickly run through this checklist to make sure the writer has complied with these points. If not, please send a revision request and ask the writer to check the full block. When the revised articles are sent back, you will review the entire block. Let Cara know so she can increase the pay rate.

5. Submit All Articles Through Client Form

In the blue header above your articles, click the submission link.



Commercial Storm Submission Link		
\$1.61	▼	Amber Morris ▼
\$0.30	▼	Amber Morris ▼
\$0.30	▼	Amber Morris ▼
\$0.30	▼	Amber Morris ▼

TRAINEES: You'll send your work to Amber (amber@bkacontnet.com) for review before submitting content through the form. She will review your work and send you the submission link when the content is ready to be turned in. DO NOT attempt to submit content until you've been given the OK to do so!

SERVPRO PROOFREADING CHECKLIST

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cara@bkacontent.com

You'll be taken to a form that looks like this:

(Double check that you have the right form. For example, you should use the Servpro - Commercial Storm form only if you're working on the Commercial Storm batch.)

Copy content from your article and paste it in the appropriate section.

NOTE: DO NOT include the article title in the "Body" section of the form.

You will submit a form for every article in your block!

Servpro - Commercial Storm

Feb 2018

Article #

Your answer

Title (without Article #)

Your answer

Body

Your answer

Don't include the title here.

SUBMIT

6. Email Content to Edit Box

Send the full block of articles to the edit box (edit@bkacontent.com).

Your subject line must be "Client project name (as shown on blue header) - Proof - Article #s"

Ex: SERVPRO - Residential Water - Proof - #93-96

To...	edit@bkacontent.com
Cc...	
Subject	SERVPRO - Residential Water - Proof - #93-96

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7. Update Spreadsheet

When you have submitted each article in your block, mark the “Proofread Done?” column “Done.”

Proofreader Name	Date Selected	Due Date	Proofread Done?	Article Title
Amber Morris ▾	9/18/2018 ▾	Wed 9/19/2018 10:00 AM	Done ▾	1 - The Cost of F
Amber Morris ▾	9/18/2018 ▾	Wed 9/19/2018 10:00 AM	Done ▾	<i>submit only</i>
Amber Morris ▾	9/18/2018 ▾	Wed 9/19/2018 10:00 AM	Done ▾	<i>submit only</i>
Amber Morris ▾	9/18/2018 ▾	Wed 9/19/2018 10:00 AM	Done ▾	<i>submit only</i>

8. Select More Work!



Thanks for your willingness to proofread!