



Radix QA scoring criteria

Yes: 1

No: 0

Don't know: X

Accuracy

1: Is the copy free from **factual errors**?

2: Are there **two typos or fewer** per 500 words (100-250 words = <1 typo, <100 words = 0 typos)? **AND** is the copy free from **grammatical and spelling errors** (that aren't obvious typos)?

3: Does the piece use the correct **template, font, and file-naming convention**? **AND** are all **word count/character count limits** adhered to?

Clarity

1: Does the copy have a **logical structure** that presents a **compelling argument**?

2: Is the point of the piece **obvious – from the start and throughout the narrative**?

3: Is every sentence **easy to read**?

Authority

1: Is there **appropriate use of relevant jargon** for the intended audience?

2: Are claims supported by **evidence and specific details**?

3: Is the copy free from **waffle, hyperbole, clichés, and overly formal language**?

Empathy

1: Is there evidence that the writer **understands who the target audience is**?

2: Does the piece avoid making **assumptions about the audience**?

3: Are the **content and tone appropriate** to the audience's interests, priorities, and knowledge level?

Wizardry

1: Does the piece offer **original insight and value** to the reader?

2: Is it written in the **client's voice**?

3: Is it **engaging and enjoyable** to read? **AND** is it likely to **incite readers to action**?