



Assessment Results for Preeti Ramachandra Goyal

(preeti.goyal.rrr@yahoo.com)

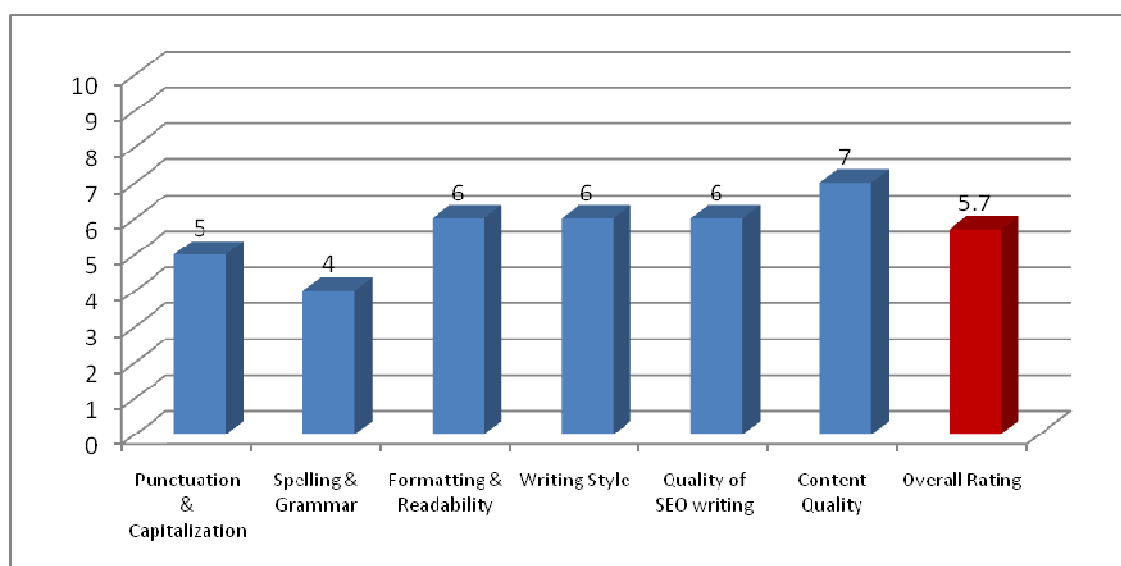
Test: SEO and Web Content Writing Assessment

Date: 14th December 2009

Overall Rating (on a scale of ten): 5.7

Very interesting content but peppered with a few occasional errors. Writing flows well but needs editing. The writer can write in a unique style but often uses flowery language and Indianisms. Occasionally used colloquialisms that were not in very good taste such as "oily-moily".

The below ratings are on a scale of ten with ten being the best possible rating.



Strengths: Spelling, Vocabulary, Flow

Weaknesses: Grammar, Punctuation, 'Indian English'



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The below ratings are on a scale of ten with ten being the best possible rating.

Rating for Punctuation & Capitalization: 5 (Appropriate punctuations missing in a few places. Some important terms have not been capitalized)

Rating for Spelling & Grammar: 4 (Quite a few spelling errors. Spell check has not been used effectively. Failed to observe some basic grammar rules)

Rating for Formatting and readability: 6 (Paragraphs could have been better formatted. More Subheadings and bulleted lists could have been used)

Rating for Writing Style: 6 (Has a good style of writing that keeps the reader engaged)

Rating for Quality of SEO (how well key phrases are used): 6 (Has used the keyphrases effectively without any awkwardness, but in some places, the writing does not flow very well)

Rating for Content Quality: 7 (Has the ability to write original and insightful content not easily available elsewhere)

Overall Rating (on a scale of ten): 5.7