

Why Agencies Need Better Profreading Solutions



Agenda

My background

Overview of website errors and their impact

Why current proofreading solutions are insufficient

What is TripleChecker and how can we help

Sample error report

Q&A

My background



What are website errors?

Spelling mistakes e.g. 'recieve' ➡ 'receive'

Grammatical errors e.g. 'more then' ➡ 'more than'

Typos e.g. 'the the'

Other content errors e.g. © 2022, Lorem ipsum

Broken links

They can impact your reputation, sales, and SEO

85% increase in bounce rates ➡ Lost customers and worse SEO rankings

8% decrease in time on site ➡ Worse SEO rankings

59% of people avoid buying from websites with noticeable errors ➡
Significant revenue loss

70% decrease in ad click-through rate (CTR) ➡ Less efficient marketing

10% increase in ad cost per click (CPC) ➡ Reduced profitability

Current proofreading workflows

- Every agency is different
- Examples of approaches taken
 - Manual review by 1 or more employees
 - Copy and paste into Grammarly or ChatGPT
 - Rely on browser's spell-check
 - Hire a professional proofreader
 - All of the above

Current proofreading workflows don't work

- 67% of agency websites have typos, spelling mistakes, or grammatical errors
- 75% if you include broken links

Some of my favorites

■ FREQUENTLY ASKED QUESTIONS ■

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Visit Wbsite ➔

Conent Research

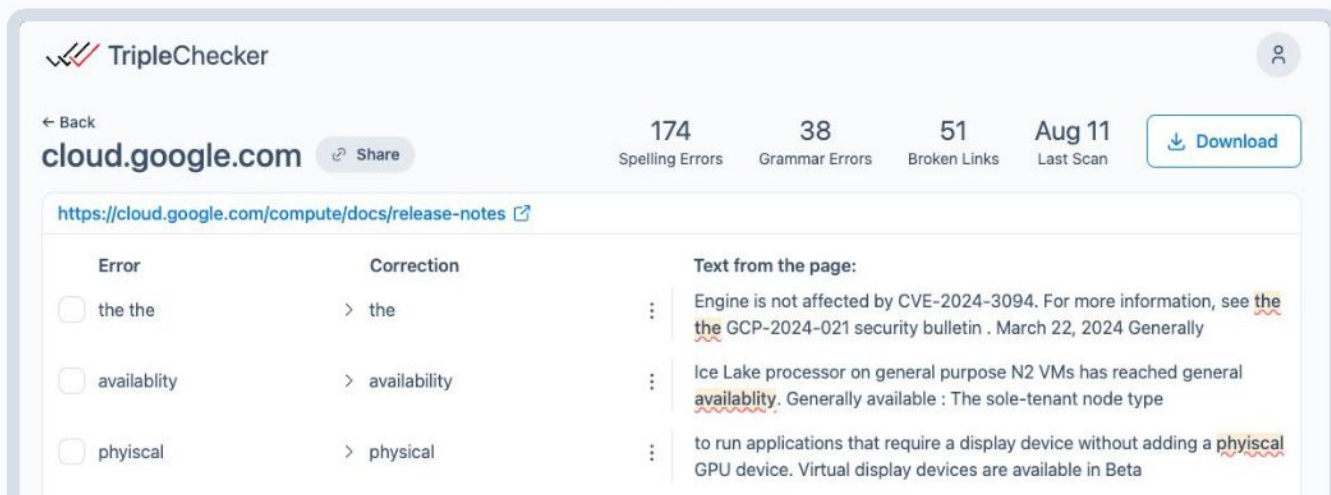
website

Happy clents

What is TripleChecker?

Proofread and spell check websites

- ✓ Spelling mistakes
- ✓ Grammatical errors
- ✓ Broken links
- ✓ and more



The screenshot displays the TripleChecker web interface. At the top, the TripleChecker logo is on the left, and a user profile icon is on the right. Below the logo, there's a navigation bar with a back arrow, the URL "cloud.google.com", a share button, and statistics: 174 Spelling Errors, 38 Grammar Errors, 51 Broken Links, and a last scan date of Aug 11. A download button is also present. The main content area shows the URL "https://cloud.google.com/compute/docs/release-notes" and a table of errors. The table has three columns: Error, Correction, and Text from the page. It lists three errors: "the the" corrected to "the", "availability" corrected to "availability", and "physcal" corrected to "physical". The text from the page is also displayed, showing the context of the errors.

Error	Correction	Text from the page:
☐ the the	> the	Engine is not affected by CVE-2024-3094. For more information, see <u>the</u> <u>the</u> GCP-2024-021 security bulletin . March 22, 2024 Generally
☐ availability	> availability	Ice Lake processor on general purpose N2 VMs has reached general <u>availability</u> . Generally available : The sole-tenant node type
☐ physcal	> physical	to run applications that require a display device without adding a <u>physcal</u> GPU device. Virtual display devices are available in Beta

What makes us different?

- 1) Proofread entire websites
- 2) No plugins or downloads required
- 3) Automatically re-scan websites to catch new errors

How we work with agencies

1) Proofread your website

2) Proofread websites you develop or manage for clients



Save hours per website



Minimize costly revisions



Ensure error-free projects



Prevent client dissatisfaction

Sample report

cloud.google.com

Thank you

If you have any questions, email me at
dmitriy@triplechecker.com

If you want to proofread your website for free, visit
[TripleChecker.com](https://triplechecker.com)