

Indeed

Copy Editing & Proofreading

Case study by Lillian Teague

Background

Indeed was tasked with creating a comprehensive set of credentialing guides for various trade careers, including cosmetology, nursing, construction, and more. These guides were designed to help job seekers navigate the often-complex requirements for obtaining certifications and licenses. However, the articles were written by different experts, each with a distinct voice and approach, which created a fragmented reading experience.

The content needed to be technically accurate and unified in tone and style to ensure consistency across all materials. This was critical in building trust and providing a seamless, professional resource for readers looking to understand the credentialing process for each trade.

Challenge

The primary challenge was unifying the voice and tone of the content without losing the unique technical aspects of each trade. The articles varied widely in structure, style, and clarity, making it difficult for readers to engage with the material. The solution had to:

- Create a consistent editorial voice across all articles without losing the trade-specific details.
- Ensure the content was clear, accessible, and engaging for a broad audience, from those familiar with the trades to those just starting to explore them.
- Maintain accuracy and clarity while transforming detailed, technical information into something approachable and easy to follow.

My role was to rewrite, restructure, and edit each article to ensure all content aligned with a unified voice while still delivering the technical accuracy needed.

Details

Before diving into the how-to, here's what you need to know about this case study:

- **My role:** Copy Editor, leading content unification and quality control
- **Company:** Indeed - a global job search platform expanding its career resource offerings
- **Business model:** Online platform requiring technically accurate, user-friendly content to support job seekers
- **Challenge:** Transform inconsistent technical articles into a unified set of guides that:
 - Maintained precise technical accuracy regarding certification requirements
 - Presented complex regulatory information in an accessible format
 - Created a consistent user experience across diverse technical fields
- **Scale:** Multiple guide series covering various trade professions
- **Content type:** Technical certification requirements, licensing processes, and career pathways
- **Timeline:** Ongoing editorial support with rapid production cycles
- **Key results:**
 - Unified voice and structure across all technical credentialing guides
 - Enhanced clarity and accessibility for complex regulatory information
 - Increased content reliability through rigorous fact-checking
 - Established scalable editorial processes for future technical content

My approach

I took a strategic, collaborative approach to this content overhaul:

- **Voice and style unification:** I carefully analyzed the existing articles and identified key discrepancies in tone and voice. I rewrote and restructured each piece to create a consistent, professional, and approachable tone that spoke directly to the needs of readers interested in trade careers.
- **Fact-checking and accuracy:** Working closely with subject matter experts, I verified all technical details and ensured the language used was accurate, up-to-date, and aligned with credentialing standards for each trade.
- **Content flow and structure:** I restructured the content to ensure logical flow and clarity, breaking down complex information into digestible sections and using clear subheadings for easy navigation.
- **Technical accuracy verification:** I implemented a rigorous fact-checking process, working directly with subject matter experts to verify all technical details and ensure alignment with current credentialing standards for each trade. This preserved the critical technical accuracy while harmonizing presentation.

- **Quality control:** Implemented a thorough quality assurance process, reviewing each article multiple times to eliminate errors and ensure consistency across the entire collection.

Results

My editorial framework delivered meaningful outcomes:

- Launched a comprehensive set of credentialing guides with a consistent voice and structure across multiple technical fields
- Enhanced clarity and accessibility, making complex regulatory requirements more understandable for job seekers
- Increased content reliability through rigorous fact-checking and alignment with industry standards
- Created a streamlined editorial process for future technical articles, enabling quick turnaround while maintaining consistency
- Established Indeed as a trusted source for accurate technical credentialing information

The unification of these technical guides not only improved user experience but also strengthened Indeed's position as an authoritative resource for career development information across specialized fields.

Mistakes to avoid when unifying technical content

When standardizing diverse technical materials, here are critical mistakes I've learned to avoid:

1. **Don't oversimplify technical requirements.** Many editors dilute critical technical details in pursuit of readability. The key is maintaining complete technical accuracy while using structure and context to enhance understanding.
2. **Avoid generic voice guidelines for specialized content.** Standard content templates often fail to accommodate the unique aspects of different technical fields. Creating flexible frameworks that respect field-specific elements is essential.
3. **Don't underestimate the verification process.** Technical credentialing information changes frequently. Establishing rigorous fact-checking protocols with direct access to regulatory sources is critical for maintaining accuracy.
4. **Beware of inconsistent terminology across related fields.** Similar technical terms may have different meanings across trades. Creating field-specific glossaries ensures technical precision.

The #1 secret behind my success

If I had to identify the single factor that made the biggest difference in this project, it was my **development of a modular content architecture that accommodated technical diversity within a consistent framework.**

Most content standardization approaches force diverse technical information into rigid templates. I built a system that identified the universal elements of credentialing processes while creating flexible modules for field-specific requirements. This modular approach:

- Preserved the unique technical aspects of each trade
- Maintained complete regulatory accuracy
- Created a consistent user experience across diverse guides
- Enabled the efficient production of new guides for additional fields

This "flexible standardization" strategy meant that Indeed could create a library of credentialing guides that were simultaneously technically precise and consistently structured. Users could easily navigate guides for different fields without sacrificing the specialized information they needed.

The question isn't "How do we make all technical content identical?" but "How do we create consistency while respecting technical diversity?"

Want to see how I bring that same consistent branding to your editorial project? Let's connect!

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