Addison Kliewer

1700 E UNION HILLS ROAD · DENTON, TX 78729 · 940.334.5675

Memorandum

DATE: 4/13/21

TO: RevealSoft Web Administrators

FROM: Addison Kliewer

SUBJECT: Technical Editing Overview

Introduction

Thank you for the opportunity to review your website. I believe RevealSoft has a lot to offer the market, and I enjoyed the opportunity to consider communication solutions for your company. You will find three reports explained in detail below.

Report Descriptions

Rhetorical Context Report: This report considers the overall effectiveness of the RevealSoft website. It provides several rhetorically strategic improvements regarding the website's purpose, marketing strategy, and audience.

Technical Editing Feedback Report: This report explores the overall organization of the information architecture of the website. It provides an analysis of the content for clarity, style, tone, and grammatical effectiveness and contains a page-by-page technical edit with a feedback section concerning these changes. It then includes a final edited version.

Visual Design Feedback Report: This report considers the overall effectiveness of the visual design of the RevealSoft website. It considers design elements such as contrast, repetition, alignment, and proximity.

Conclusion

Again, thank you for the opportunity to edit your website. Please feel free to reach out to me if you have any questions.