

maths

vs

english

about sine

Readability - why?

To avoid being dismissed with a click, your copy should be enjoyable to read.

Enjoyability can't be measured.
Not objectively.

Step forward, readability.

The maths to help you write
better English



Readability - what?

Readability is graded by a mathematical formula. Flesch / Flesch Kincaid is the most common.

A complexity score is calculated from the number of syllables, words and sentences.

The **HIGHER** the score(*), the **LESS** readable your copy.

(*) In most cases. Flesch Reading Ease works conversely.



What's the formula?

They vary. But for example:

Flesch-Kincaid Grade Level

$$0.39 \left[\frac{\text{total words}}{\text{total sentences}} \right] + 11.8 \left[\frac{\text{total syllables}}{\text{total words}} \right] - 15.59$$

Flesch Reading Ease

$$206.835 - 1.015 \left[\frac{\text{total words}}{\text{total sentences}} \right] - 84.6 \left[\frac{\text{total syllables}}{\text{total words}} \right]$$

Luckily you don't have to remember all that. There are tools online that do it for you. And you can add readability to the editor in Microsoft Word.

You'll find links to both in the full article on our blog at www.1extraword.com/wordblog



Example Copy

"Our growing marketing agency is driven by passionate thinkers who work closely with each brand to create ideas and strategies that produce unparalleled results."

Flesch-Kincaid
Grade Level

14.4

Flesch Reading
Ease (/100)

34.4



Revised Copy

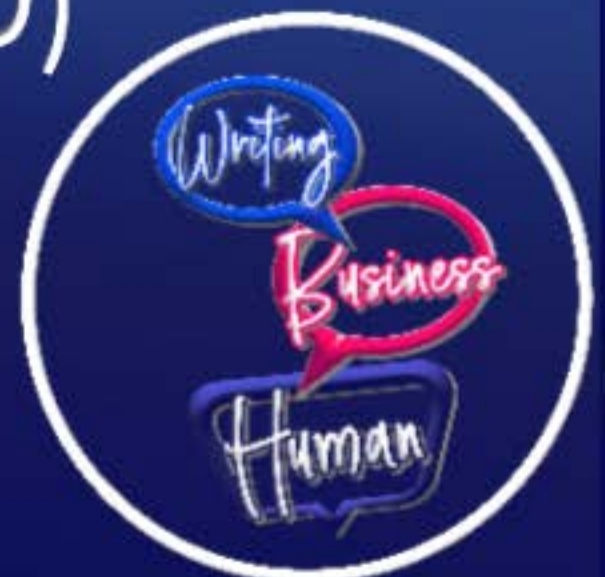
"We listen to our clients' needs. Get excited about their challenges. Roll up our sleeves and work with them to find the right solution for their unique problem."

Flesch-Kincaid
Grade Level

4

Flesch Reading
Ease (/100)

82.5



WRITE HUMAN

A good readability score alone doesn't mean great copy.

An equation doesn't understand meaning or creativity.

BUT...

As another tool in your armory, readability can help make your copy enjoyable.





www.1extraword.com
simon@1extraword.com