

# After Content rewrite: good example

With track changes.

Words: 350

Flesch-Kincaid Grade Level: 5.4

Words per sentence: 9.7

Passive sentences: 0%



## App Store Review Guidelines

**Comment [ACG1]:** This heading is actually OK. There are no extra words, and it matches the page contents.

### ~~Introduction~~ Guidelines audience

**Comment [ACG2]:** If you can avoid it, don't use 'introduction'. Especially at the top of a page. Introduction to what?

These guidelines are for developers of iOS applications (Apps).

**Comment [ACG3]:** inserted an audience so that a reader can immediately identify if they need to read this page

### What to do

**Comment [ACG4]:** Inserted a call to action. This is the 'care factor' 'Oh so why should I read this crap...Oh yeah, so it can mean I get my app published faster'

Read these guidelines so you can prepare your App before you submit it. This will help you to have an approval process that is as fast and easy as possible.

~~We're pleased that you want to invest your talents and time to develop applications for iOS. It has been a rewarding experience—both professionally and financially—for hundreds of thousands of developers and we want to help you join this successful group. We have published our App Store Review Guidelines in the hope that they will help you steer clear of issues as you develop your App and speed you through the approval process when you submit it.~~

**Comment [ACG5]:** Deleted for so many reasons.

1. It doesn't progress the plot line aka help the reader with their goal
2. It's too conversational. Many readers have English as a second language and would be confused.
3. It's all lies. At least from my experience as an app co-owner. And getting all buddy-buddy in the tone sucks people in for what is a tangle of corporate red tape ahead.

~~We view Apps different than books or songs, which we do not curate. If you want to criticize a religion, write a book. If you want to describe sex, write a book or a song, or create a medical App. It can get complicated, but we have decided to not allow certain kinds of content in the App Store. It may help to keep some of our broader themes in mind:~~

**Comment [ACG6]:** Deleted because it is doesn't help the reader. Also uses cultural jargon 'in mind' can be taken literally = confusion.

## Guidelines summary

If you don't follow our guidelines, we might not accept your App onto the Store.

You need to know that we check your App for certain features. In general we check your App as per these general points.

- Your app must not harm children. We have lots of kids downloading lots of Apps. ~~Parental controls work great to protect kids, but you have to do your part too. So know that we're keeping an eye out for the kids.~~ Therefore your app must not contain ~~XXX~~.
- Your app must be relevant. We have over a million Apps in the App Store. ~~If your Your App doesn't do~~ must something useful, unique or ~~provide~~ offer some form of lasting entertainment, ~~or if your app is plain creepy. If not, it may not be accepted.~~
- Your app must be quality. This means having a usable interface and professional graphic design, and no errors. ~~We have lots of serious developers who don't want their quality Apps to be surrounded by amateur hour~~ Our customers deserve a satisfying App experience.

~~If your App looks like it was cobbled together in a few days, or you're trying to get your first practice App into the store to impress your friends, please brace yourself for rejection. We have lots of serious developers who don't want their quality Apps to be surrounded by amateur hour.~~

- Your app must be legal. Do not try to publish an App that contains content or functions that would be illegal in other media. For example, ~~XXX~~. ~~We will reject Apps for any content or behavior that we believe is over the line. What line, you ask? Well, as a Supreme Court Justice once said, "I'll know it when I see it". And we think that you will also know it when you cross it.~~

**Comment [ACG7]:** Added another heading to break up the text. Readers scan web pages rather than reading every word. Headings help them to identify if the content is relevant

I meant 'concrete'



**Comment [ACG8]:** Would need SME here to give a concrete example, or refer to another page for dos and don'ts

**Comment [ACG9]:** 'May' is one of my pet grrrrs. As an editor friend pointed out to me, using 'may' can have legal implications galore. ALWAYS use a firm word like 'will' 'might'. May can also mean 'permitted'

**Comment [ACG10]:** Arggg passive voice. Dammit Fruit Company just say it!!! Replace with 'we might not accept your App'

**Comment [ACG11]:** Inserted some concrete examples of what 'quality' means. Would need SME to check.

**Comment [ACG12]:** OMG so vague why not just unleash a smoke machine. Typical.

## What to do if we reject your App

If ~~your we reject your App~~, is rejected, do this:

- -Appeal to our Review Board. Visit the XXX page for help.
- Do not complain in public, such as on blogs and forums. This will not help your case.

~~we have a Review Board that you can appeal to. If you run to the press and trash us, it never helps.~~

## Keep your App on the store

If you do not follow our rules ~~cheat the system~~, we have the right to:

- remove your App from the store
- expel you from the developer program.

Examples of cheating the system include if you:

**Comment [ACG13]:** jargon. People with English as a second or other language might get confused and think this term mean hacking into servers or something techie related

- ~~If you attempt to cheat the system (for example, by trying to try to~~ trick the review process,
- ~~steal data from users,~~
- ~~copy another developer's work~~
- ~~or~~ manipulate the ratings.

~~) your Apps will be removed from the store and you will be expelled from the developer program~~  
**Check our guidelines for updates:**

~~We update our guidelines frequently. This is a living document, and new Apps presenting new questions may result in new rules at any time. Perhaps your App will trigger this. When you are ready to publish a new App or update an existing one, read the guidelines so that you can prepare your app for a faster publication.~~

~~Lastly, we love this stuff too, and honor what you do. We're really trying our best to create the best platform in the world for you to express your talents and make a living too. If it sounds like we're control freaks, well, maybe it's because we're so committed to our users and making sure they have a quality experience with our products. Just like almost all of you are, too.~~

**More information**

~~If you need more information about how we review your App, visit the XX page or contact XXXX.~~

**Comment [ACG14]:** Yet again the lies spill forth like projectile vomit from a five-year old after an Easter egg chocolate binge. Spare me.

**Comment [ACG15]:** If allowed to, put in some contact details or related links so that the reader can clarify some points or ask a question of someone who actually knows the answer.