

## 9.8: Tools of the trade

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The Simple Measure of Gobbledygook (SMOG) formula from Harry McLaughlin can be used to calculate the reading level of copy that you have written. A SMOG calculator, and instructions for use, can be found on here: [www.readabilityformulas.com/free-readability-formula-tests.php](http://www.readabilityformulas.com/free-readability-formula-tests.php)

Alternatively, [www.flesh.sourceforge.net](http://www.flesh.sourceforge.net) offers a Java application that produces the Flesch-Kincaid Grade Level and the Flesch Reading Ease Score of a document.

For an online dictionary and an online thesaurus, you can visit [www.dictionary.com](http://www.dictionary.com) and [www.thesaurus.com](http://www.thesaurus.com).

### Note

Read more about this in the [Search engine optimisation](#) chapter.

When it comes to keyword research there are a host of tools available. Have a look at the tools suggested in the chapter on SEO. Grammarly is a good one - [www.grammarly.com](http://www.grammarly.com).

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