



Flesch Reading Ease Tests

White Paper

History

Flesch Reading Ease Tests is considered to be one of the most trusted and accurate readability tests. Rudolph Flesch, an author, writing consultant, and a supporter of the Plain English Movement, developed this test in 1948. Raised in Austria, Rudolph Flesch studied law and earned a Ph.D. in English from Columbia University. The Flesch Reading Ease Test is a simple approach to assess the readability level of written content. It's also one of the few accurate measures available that we can rely on without too much scrutiny. It has since become a standard readability test used by many US Government Agencies, including the US Department of Defense. However, primarily, we use the test to assess the difficulty of a reading passage written in English.

Scores

Using Flesch Reading Ease Tests will help you avoid readability issues. The following table is helpful to test the readability of a document:

- 90-100: Very Easy
- 80-89: Easy
- 70-79: Fairly Easy
- 60-69: Standard
- 50-59: Fairly Difficult
- 30-49: Difficult
- 0-29: Very Confusing

Testing Draft Proposals

As a Proposal Writer, the ease with which a contractor can read your proposal is paramount. A document which is difficult to read may contain long or incomplete sentences, or words with excessive syllables. The reader may not gain an understanding of your proposal if they have difficulty understanding the text. Requirements may have been missed or misunderstood, leading to an unacceptable proposal.

If we were to draw a conclusion from the Flesch Reading Ease Tests, then the best text should contain short sentences and words. A score between 60 and 70 is largely considered acceptable.

Document Analyzer – Quality Check

The Flesch Reading Ease Testing is now integrated in Atebion's Document Analyzer, and can be used to assess your Draft Proposals and other documents. Run "Quality Check" after analyzing your Proposal Document or any other document you want to check.

The screenshot displays the Atebion Document Analyzer software interface. At the top, the title bar reads "Atebion, LLC Document Analyzer" and includes a copyright notice: "Document Analyzer, Copyright © 2015 -- Release 1.7.15.4 -- Expires in 119 Days." Below the title bar is a navigation bar with steps: "Create a Project", "Select a Document", "Run Analysis", "Analyze the Results" (highlighted), "Run Deep Analysis", and "Analyze Deep Results". The main window is titled "Analysis Results" and shows "Quantity of Segments: 58".

The interface is divided into several sections:

- Parsed Segments:** A table with columns for "Number", "Caption", and "Keywords".
- Quality Check:** A section on the right with a "Quality Check" button and a "Flesch Reading Ease" score of 93. It includes a legend for readability scores.
- Selected Segment:** A text area showing the content of a selected segment.
- Navigation and Tools:** A bottom bar with icons for "Close", "Keywords", "Tools", "Previous", "Next", and "Help".

Number	Caption	Keywords
Header Area	Header Area	shall [1]
(a)	The provisions of this contract;	
(b)	System Specification, Attachment J-1;	
(c)	Other documents, exhibits, and attachments ...	
(d)	All revisions and modifications thereto dated ...	
1.0	GENERAL	shall [2]
1.1	MANAGEMENT.	
1.1.1	PROGRAM MANAGEMENT.	shall [5], required [1], shall provide [1]
1.1.2	MANAGEMENT PLAN(S).	shall [5], will [2], required [1], shall provide [1]
1.1.3	RESOURCE AND WORK SCHEDULE.	

Quality Check

Flesch Reading Ease

The Flesch Reading Ease is a readability test designed to indicate comprehension difficulty when reading a passage of contemporary academic English.

Higher scores indicate content that is easier to read, while lower values are more difficult to read.

0-29	Very Confusing
30-49	Difficult
50-59	Fairly Difficult
60-69	Standard
70-79	Fairly Easy
80-89	Easy

Selected Segment

SECTION C - DESCRIPTION/SPECIFICATION/WORK STATEMENT

PART 1 - CONTRACT LINE ITEM DESCRIPTION

GENERAL SCOPE OF WORK

The Contractor shall perform the Detail Design and Construction of the T-ADC(X) Class ship(s) at the Contractor's facilities in accordance with:

Atebion, LLC Document Analyzer Document Analyzer, Copyright © 2015 -- Release 1.7.15.4 -- Expires in 119 Days.

Create a Project Select a Document Run Analysis Analyze the Results Run Deep Analysis Analyze Deep Results Proj Demo Doc: DEMO RFP

Analysis Results Quantity of Segments: 58 Quality Check: Flesch Reading Ease

Parsed Segments

Number	Caption	Keywords	Quality
1.1.2	MANAGEMENT PLAN(S).	shall [5], will [2], re...	44.35
1.1.3	RESOURCE AND WORK SCHEDULE.		55
1.1.3.1	SCHEDULE(S).	shall [5], required [1...	52.43
1.1.3.2	CONTRACT WORK BREAKDOWN STRUCTURE (CWBS).	shall [5], shall provi...	68
1.1.3.3	EARNED VALUE MANAGEMENT SYSTEM.	shall [6], will [2], sh...	55.28
1.1.4	REQUIREMENTS MANAGEMENT.	shall [2]	28.09
1.1.5	RISK MANAGEMENT.	shall [2]	0.05
1.1.6	QUALITY METRICS.	shall [2]	61.04
1.1.7	CORRECTIVE ACTION.	shall [8]	33.68
1.1.8	OPERATIONAL SECURITY (OPSEC).	shall [2]	18.78

Notes for segment

Search in results

Keywords 8

Exported 93

Summary for selected Doc

Quality Check all segments

Quality Check

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Selected Segment

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Close Keywords Tools Previous Next Help


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After running the quality Check, you will see the ratings as shown above.



Before analyzing your document, you can select the Keyword Group named “Words2AvoidInProposals” to help reduce the instance of poor readability. All of our Keyword Groups are completely customizable, and new Keyword Groups may be added as well.

Number	Caption	Keywords	Quality
1.1.2	MANAGEMENT PLAN(S).	shall [5], will [2], re...	44.35
1.1.3	RESOURCE AND WORK SCHEDULE.		9.00
1.1.3.1	SCHEDULE(S).	shall [5], required [1...	52.43
1.1.3.2	CONTRACT WORK BREAKDOWN STRUCTURE (CWBS).	shall [5], shall provi...	68
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 Another feature in our Document Analyzer that will assist you and your team is the Notes. After analyzing your document and running the Quality Check, you can add Notes to difficult readability segments. These notes can be used to create writing assignments and otherwise communicate information within your team. The results of your analysis can then be exported to Word, Excel, HTML, and Excel formatted for SharePoint. You can filter these results so that only segments with notes are exported, or all segments are exported including those with notes, or only segments without notes are exported.

 Notice there is a Help button at the bottom of each screen, and will open detailed documentation in a PDF document.

Atebion's Document Analyzer is easy to use and inexpensive. Most users realize a Return on Investment (ROI) the first time they use it. Integrating Quality Check with the Flesch Reading Ease Readability Testing adds significant value. It will highlight ambiguous content in your documents, and ultimately lead you to write better proposals.

Visit www.AtebionLLC.com, and download a free trial of our Document Analyzer.