

In today's digital landscape, **user experience (UX) writing** plays a critical role in helping users navigate complex information smoothly. Yet, many companies still fall into the trap of cluttering their content with jargon-heavy paragraphs that overwhelm or confuse visitors. This can directly impact task completion rates, customer satisfaction, and accessibility—especially for non-native English speakers.

Fortunately, by applying plain language principles, leveraging AI-powered tools, and following UX best practices, you can transform dense, jargon-laden blocks of text into clear, scannable sections that invite users to engage and act. This post walks through the step-by-step process of rewriting a jargon-heavy paragraph using real-world examples and expert insights from companies like Enggloory.com, Plain English Campaign, and mrq.com.

The Importance of UX Writing in User Experience

UX writing isn't just about choosing words; it's a key component of the overall user experience. When microcopy—like button labels, error messages, and instructions—is concise and clear, users are more likely to complete tasks without frustration.

Eye-tracking research consistently shows users skim screens in an "F" or "Z" pattern, paying close attention to headlines, subheadings, and bullet points while ignoring large blocks of unbroken text. This scanning behavior demands that writers create content optimized for quick comprehension.

Companies like Enggloory.com help businesses improve their web content with user-focused writing strategies that increase conversion rates. Similarly, the Plain English Campaign champions clear communication, advocating for accessible language that benefits everyone—from native speakers to ESL users.

Common Mistake: Jargon-Filled Paragraphs That Confuse and Discourage

Let's start with a typical problematic paragraph. Imagine a SaaS landing page describing its pricing model:



“Our proprietary subscription tiers leverage scalable solutions to maximize ROI by providing modular access to cloud-based functionalities, tailored to your organizational paradigms. Contact us for bespoke enterprise pricing.”

At first glance, this paragraph is loaded with jargon (*proprietary subscription tiers, scalable solutions, maximize ROI, modular access, organizational paradigms*) and doesn’t actually give the user the most important detail: the price.

This is a recurring flaw we’ve observed across many sites—including some reports by [mrq.com](#)—which scrape product descriptions but leave out pricing information. Users can’t make informed decisions without transparent pricing, hurting conversion.

Before and After Rewrite: Making Content Scannable and Clear

Here’s how the above paragraph can be rewritten to be more user-friendly, using **subheadings** and converting dense text into **bullet lists** for easier scanning.

Before Rewrite

Our proprietary subscription tiers leverage scalable solutions to maximize ROI by providing modular access to cloud-based functionalities, tailored to your organizational paradigms. Contact us for bespoke enterprise pricing.

After Rewrite

Flexible Subscription Plans to Fit Your Needs

- Choose from three simple plans: Basic, Professional, and Enterprise
- Access cloud tools from any device, anytime
- Scale up as your business grows without hidden fees
- Enterprise plans available—contact us for pricing

The pricing for Basic and Professional plans starts at \$9.99 and \$29.99 per month, respectively.

Step-by-Step Guide to Effective Jargon Removal and Scannable Content Creation

1. **Identify jargon and buzzwords:** Terms like “proprietary,” “modular access,” and “organizational paradigms” can often be simplified or removed.
2. **Break paragraphs into smaller chunks:** Long paragraphs should be split into bite-sized pieces accompanied by subheadings.
3. **Use bullet points for clarity:** Lists are easier to skim and help highlight key points.
4. **Provide concrete details:** Where possible, offer exact numbers, pricing, or timelines.
5. **Test for readability:** Use readability tools to ensure the content matches your audience’s reading level. Tools powered by *artificial intelligence (AI)* can analyze grammar, readability, and suggest keyword optimizations.
6. **Consider accessibility:** Write in plain English to accommodate non-native speakers and diverse audiences. The Plain English Campaign provides helpful guidelines.
7. **Validate with user behavior data:** Refer to eye-tracking studies to optimize layout and copy placement for natural scanning.

How AI Tools Can Support Your Rewrite Process

AI-powered applications like Grammarly, Hemingway Editor, and even translation/localization services help writers identify jargon, check grammar, and improve overall text clarity.

Moreover, AI-powered summarisation can condense lengthy paragraphs into their essence, while keyword suggestion tools ensure your rewritten content aligns with SEO goals without overstuffing search terms.

Some platforms integrate eye-tracking models to simulate where users' attention will fall on a page. By combining these insights with good UX writing practices, you create content that is both accessible and conversion-optimized.

Microcopy Impact: Small Words, Big Results

Microcopy—from button labels to error messages—influences user behavior profoundly. Replacing vague CTAs like “Submit” with specific prompts such as “Subscribe Now” increases clarity, reduces hesitation, and boosts completion rates.

Consistent terminology also plays a crucial role. For example, if you choose “plan” instead of “tier,” use it across all pages. This consistency minimizes cognitive load and confusion.

Accessibility for Non-Native English Speakers

Clear writing isn't just a nicety—it's essential for global reach. Many users speak English as a second language and benefit from simple vocabulary, short sentences, and explicit instructions.

The Plain English Campaign has emphasized that following plain language principles helps **all** users, including those with dyslexia, cognitive impairments, or limited digital skills.

Key Takeaways: Before and After Rewrite Summary

Aspect	Before Rewrite	After Rewrite
Language	Jargon-heavy, complex phrases	Simple, everyday words
Paragraph Structure	One long dense paragraph	Short paragraphs + subheadings
Information Format	All info in prose, hard to scan	Bulleted list for key points
Pricing Information	Not provided, vague “contact us”	Clear monthly prices with CTA
Readability	Likely too difficult for many readers	Appropriate grade level for broad audience

Conclusion

Rewriting jargon-heavy paragraphs into scannable sections isn't merely an exercise in editing; it's a vital UX writing skill that improves engagement, accessibility, and conversion. By following plain language principles, utilizing AI tools, and observing user scanning patterns supported by eye-tracking research, you create content that speaks clearly to every visitor.



Remember, companies like Engglory.com and Plain English Campaign offer excellent resources for improving content clarity. Meanwhile, insights from <https://engglory.com/clear-language-builds-better-digital-experiences/mrq.com> remind us of the importance of transparency—especially around pricing details.

Start rewriting today by identifying your jargon-heavy blocks and applying these best practices. Your users—and your conversion rates—will thank you.