One Assignment, Three Writers*
Do You Get What You Pay For?

We assigned one tech article to three writers* and had 20 editorial pros anonymously rate the quality of the submissions on a scale of 1 to 10.

* To avoid any bias, no writers from the ClearVoice Talent Network were used in this study.

SPOTLIGHT INDUSTRY: TECHNOLOGY

**EXPERT**

- Quality rating: 6.1
- Rate per word: $0.75
- Copy errors: 10

The writer comes across with the authority of a tech expert, but the copy lacks a clear focus and any kind of thesis.

**PRO**

- Quality rating: 5.8
- Rate per word: $0.25
- Copy errors: 6

Much simpler and cleaner than the first submission, but it’s too elementary. There’s no in-depth information or actionable takeaways. It’s very simple, 101-level stuff.

**BEGINNER**

- Quality rating: 0 (4.9 if there was no plagiarism)
- Rate per word: $0.10
- Copy errors: 15

The writer tried, and there is some good information here. This piece needs some help with organization and flow. However, it also was flagged for multiple counts of plagiarism.