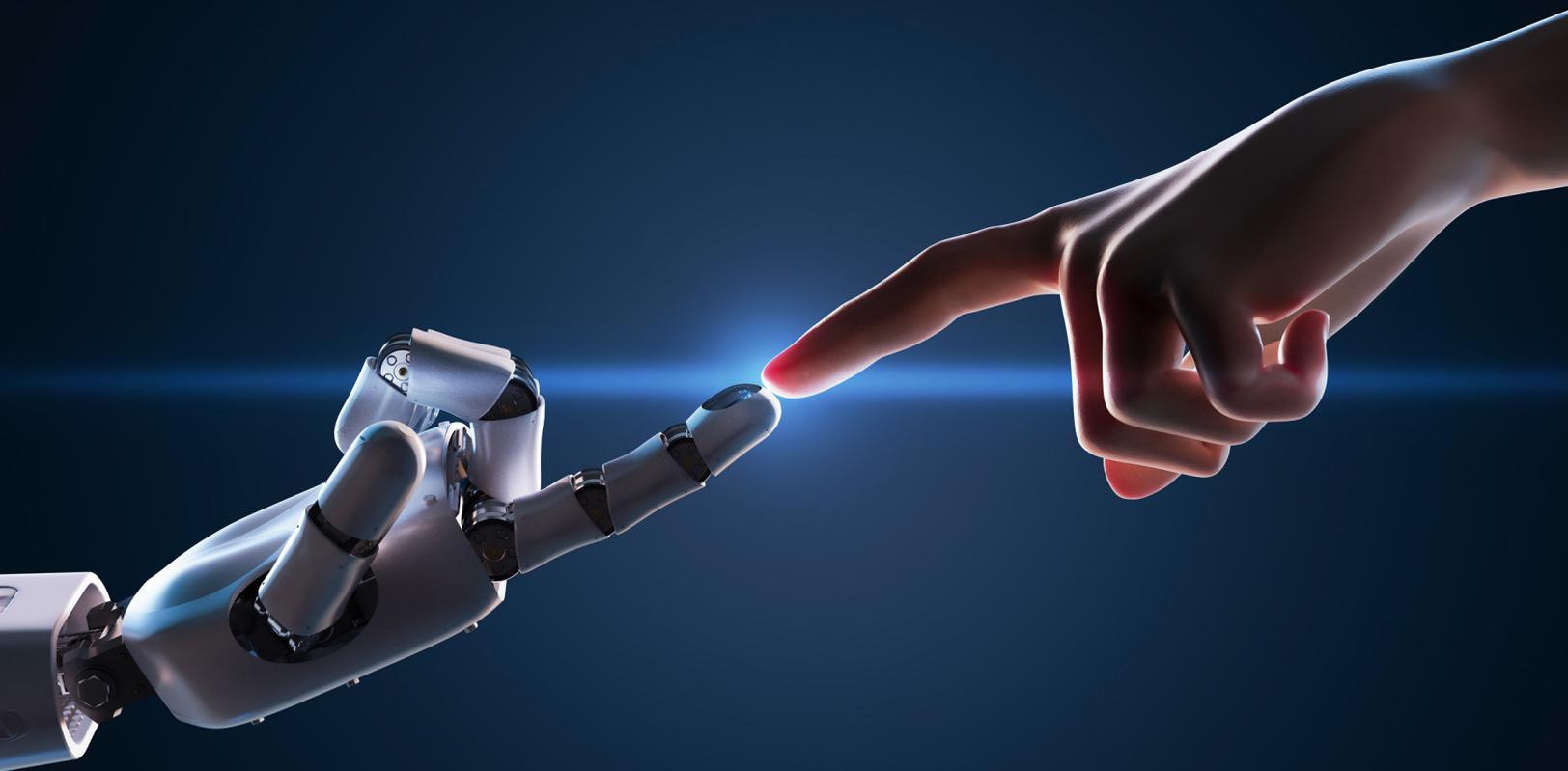




# WRITE EDIT CREATE



## Better editing through AI

Tansa's powerful copy-editing and generative AI tools revolutionize the journey from article creation to publication. Tansa simplifies the editing process, ensuring your content is engaging and optimized. Tansa corrects spelling, word usage, proper names and grammar. Wherever you are publishing, Tansa provides quality assurance for your written content.



## Advanced copy-editing

Tansa offers unmatched quality control by proofing against published style guides like The Associated Press Stylebook, as well as your in-house style rules. Tansa proofs your content for spelling, grammar, punctuation, style, word usage and even corrects the spelling of proper names. Tansa is highly customizable to address the writing concerns of small and large publishers.

## Headline optimization

Tansa uses generative AI to analyze an article to produce compelling and SEO-friendly headlines. It identifies relevant keywords that boost SEO performance and uses natural language processing (NLP) to create engaging, relevant and accurate headlines.

## Summarization

Tansa's article summarizer can help organizations quickly and accurately create news briefs. By analyzing the content of an article, Tansa can extract the key points and generate a concise and comprehensive summary.

## Accuracy check

Using advanced NLP algorithms, Tansa scans headlines and articles, analyzing the content, context and tone. By cross-referencing the headline against the article's body, it detects discrepancies, inaccuracies or misleading statements.

## Keyword identification

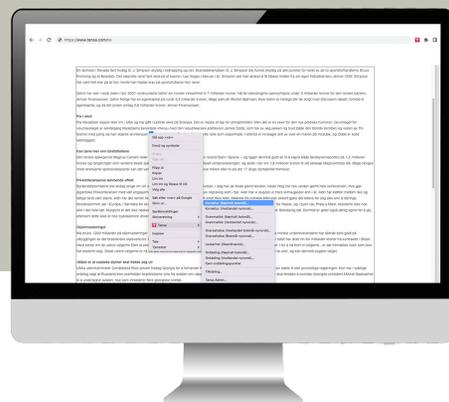
Identifying relevant keywords is essential for improving the visibility of news articles. Tansa's AI tools employ sophisticated keyword analysis to identify the most appropriate and trending words for a given topic. This aids news creators in optimizing their articles for search engines and ensuring that their content aligns with current trends.

## Social media posts

Crafting effective social media posts is crucial for promoting content. Tansa's tools generate compelling and concise posts that are optimized for various platforms. They consider character limits, trending hashtags, and audience engagement strategies.

## Translation

It's a small world... and many publishers need to produce content in multiple languages. Tansa's translation service can assist in this process by offering high-quality, automated translations that are accurate and coherent.



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