

In today's fast-paced digital world, your website copy needs to be clear, concise, and accessible to a diverse audience. One of the biggest barriers <https://engglory.com/clear-language-builds-better-digital-experiences/> to effective communication online is jargon — those technical terms, buzzwords, and insider phrases that can confuse or alienate users. If your visitors get stuck on language they don't understand, they're far less likely to complete desired actions, whether that means signing up for a service, making a purchase, or simply staying engaged.

This post dives deep into practical, fast strategies to **replace technical terms** with plain language, **simplify vocabulary**, and conduct an efficient **plain language edit** of your website copy. We'll explore how UX writing plays a crucial role in the bigger picture of user experience, why microcopy matters more than you might think, and how accessibility for non-native English readers can be a competitive advantage.

Why Removing Jargon Should Be a Top Priority

Jargon is more than just a nuisance—it actively hampers user experience and conversion. Research shows that visitors rarely read every word on a webpage; instead, they scan for key information. Eye-tracking studies consistently reveal this behavior, emphasizing the need for crystal-clear, scannable content.



Companies like Mrq.com have emphasized the importance of plain language in boosting completion rates across forms and landing pages. When your microcopy — small bits of text such as button labels, error messages, and instructions — uses plain language rather than jargon, users feel in control and confident. This reduces friction and abandonment significantly.

UX Writing Is More Than Just Words

UX writing is not about dumbing down content; it's a strategic part of the user experience. It bridges the gap between product functionality and user understanding, ensuring your message reaches people without imposing cognitive load. Every word matters, from headlines to CTA buttons. Avoid vague labels like "Submit" in favor of action-specific choices like "Get My Free Quote" or "Save My Preferences."

Englory.com, a company specializing in language localization and user-focused content, champions the idea that effective UX writing requires empathy and clarity. Their approach involves rewriting technical terms into everyday language, making interfaces user-friendly for everyone, including international and non-native English speakers.

Microcopy Affects Completion Rates

- **Clear instructions:** Explain what will happen next to reduce anxiety.
- **Helpful error messages:** Avoid blame and offer fixes.
- **Consistent terminology:** Use the same words for the same concepts everywhere.

Simple language choices impact whether users fill out forms or abandon them midway. If a term is confusing, users interrupt their flow and might leave entirely.

Plain Language Principles to the Rescue

The Plain English Campaign offers timeless principles that apply beautifully to website copy:

1. **Use short sentences and paragraphs.** Dense blocks of text hurt mobile readability.
2. **Prefer common, everyday words.** Replace “utilize” with “use”, “commence” with “start.”
3. **Phrase instructions positively.** Instead of “do not forget,” say “remember.”
4. **Avoid unnecessary acronyms and abbreviations.** Spell these out or explain them on first use.
5. **Structure content logically.** Use headings and bullet points for easy scanning.

Not only does this make your content more inclusive, it supports accessibility for non-native English speakers who may struggle with complex vocabulary or grammar.

How to Replace Technical Terms Quickly

The fastest way to remove jargon is to identify and swap out technical terms with plain alternatives. Here are some tips and tools to speed up this process:

1. Compile a Jargon List

Analyze your existing copy and list all terms that may confuse your audience. User feedback and customer service queries are invaluable sources. Keep a growing swipe file of jargon words and their plain language substitutes.

2. Use AI-Powered Writing Assistants

Artificial intelligence tools now go beyond basic grammar correction. They can help with:



- **Grammar correction:** Catch errors and improve sentence flow.
- **Translation and localization:** Ensure your copy is clear in multiple languages.
- **Summarization:** Create concise versions of long paragraphs.
- **Keyword suggestions:** Find alternative words with high readability.
- **Readability analysis:** Score your content for clarity and grade level.

Plugging your copy into these AI tools accelerates the plain language edit process, making jargon stand out and suggesting replacements instantly.

3. Cross-Check with Eye-Tracking Research

Refer to published eye-tracking studies to understand how users scan content. For example, users tend to fixate on headings, bullet points, and highlighted keywords. Use this knowledge to simplify and strategically place plain language phrases where they are most likely to be noticed.

Addressing a Common Copy Mistake: No Prices Shown

A frequent oversight spotted during jargon cleanups is omitting critical information like pricing. Websites often bury or fail to display prices prominently, which causes needless confusion and perceived lack of transparency.

Along with jargon removal, clearly presenting prices using plain language and simple formats builds trust and aids decision-making. For example:

Bad (Jargon + Omission) Good (Plain Language + Clarity) “Enterprise-level SaaS solutions available via custom quotes only.” “Plans start at \$49/month. See full pricing details here.”

This small change bridges communication gaps and complements your jargon-removal efforts.

Summary Checklist: Simplify Website Copy Fast

- Identify technical terms and jargon with input from real users.
- Use AI writing tools to find and replace jargon quickly.
- Apply Plain English Campaign principles for clear sentence structure and word choice.

- Rewrite microcopy to be direct and helpful.
- Prioritize accessibility for non-native speakers by avoiding complex language.
- Incorporate pricing and other critical information prominently.
- Test your copy with actual users and utilize eye-tracking research insights.

Final Thoughts

Removing jargon is not just a copy edit; it's a strategic UX decision that impacts conversion and inclusion. By leveraging modern AI tools, learning from pioneers like Engglory.com and Mrq.com, and following expert guidelines from the Plain English Campaign, you can transform your website copy into a powerful tool that welcomes all users.

Take action today with a plan to *replace technical terms* and *simplify vocabulary* — your users (and your conversion rates) will thank you.