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great content,
unique text experience

What greatcontent can do for your business:

- promise unique content which lends authority, creativity and credibility to your ecommerce websites or blogs
- provide access to a **pool of talented copywriters** who can tailor your website content to be **SEO-optimised**, leading to an improved ranking of your site in search engines
- Recruit specialized writers based on **your required profiles** for content creation
- provide an **experienced project management and service team** to consult and support on internationalization projects
- implemented **quality assurance mechanisms** on platform to guarantee that writers will not churn out mechanical copies full of keywords and little sense

greatcontent is focused on enabling web agencies and ecommerce companies to create content for becoming a primary online destination!

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Our service offer

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unique text experience

FAIR PRICE

= **100% satisfaction guarantee**

→Don‘t pay if you are not 100% happy with the texts

→No contract

→No fees – platform use for free

→Transparent pricing

SAVE TIME

Speed in delivery through

✓ Large network of qualified writers

✓ Deadlines as part of the order

✓ Place up to 10,000 Orders by 1 Click

✓ Sample briefings provided

GREAT QUALITY

✓ **Texts checked for**
- Unique content
- Keywords
- SEO
- Plagiarism

✓ Experts for any topic at your disposal

✓ Free revisions

✓ Rejections of texts

GREAT SERVICE

✓ Personal key account manager

✓ Project management

✓ All your projects managed by one platform

✓ Easy coordination of your orders

✓ Fast, individual **support**

Enable yourself: save money & boost your business

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Our production process

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unique text experience

Your briefing

Your order

Order title / Project	What is unique content? / SEO Project (5 stars)	
Keywords	Keyword density (in %)	Number of words
unique content	0.8% - 1.2%	5 - 8 (8)
text	0.8% - 1.2%	5 - 8 (8)
Google Panda Update	0.2% - 1.2%	2 - 8 (6)
duplicate content	0.3% - 1.2%	2 - 8 (3)
bounce rate	0.3% - 1.2%	2 - 8 (2)

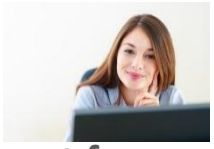
Actively managed writers

great content,

who write 1,000s of texts daily

Gain access to our experts with just a click

Platform matches



an expert for every text

great content,

Reduce writers search significantly

Platform checks

- ✓ Plagiarism
- ✓ Creativity
- ✓ SEO Keywords

great content,

Minimise your quality checks

Get all the text formats

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Our quality levels

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	4 SIMPLE	4 Plus BUDGET	5 INTERMEDIATE	5 Plus PROFESSIONAL	6 PREMIUM	6 Plus EXCELLENT
Type of texts	**Simple** product description. **Short** texts. No other research than briefing	**Complex** product description. Category texts. **Informative** blog posts. Limited research	Home & landing page, press release. **Detailed** story blog posts. Basic research	**High quality** web content. Any length. Story telling, complex topics & deep research	Ready to be published. **Junior journalistic** content. Deeper story, extended research	**Professional journalistic** content. Targeted style, advanced story, independent research.

Marketing oriented text ⟵ ⟶ Journalistic oriented text

	Our amateur web writer.	A good web writer and basic researcher	Experienced and creative writers. Very good style, fast and very reliable.		Experienced and professional writers. Great style, fast and very reliable (long term GC writers). Able to deliver articles with significant research.	
Style	++	+++	++++	+++++	++++++	++++++++
Vocabulary	++	+++	+++++	+++++	++++++	++++++++
Text structure	++	+++	++++	+++++	+++++	+++++++
Research	+	++	+++	++++	++++++	+++++++
Target group orientation	+	++	+++	++++	+++++	+++++++

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Our team is there for you:

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Country Manager Italy

Phone: +39 02 94750338
Email: giuseppe.colucci@greatcontent.com
Web: www.greatcontent.it

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International copies at local rates

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greatcontent		.co.uk	.com	.de	.es	.ru	.fr	.it	.nl	.se	norsk.	.dk	suomi.	.pl	.pt	.com.br
		English UK pence/word	English US $cent/word	German cent/word	Spanish cent/word	Russian cent/word	French cent/word	Italian cent/word	Dutch cent/word	Swedish cent/word	Norweg. cent/word	Danish cent/word	Finnish cent/word	Polish cent/word	Portug. cent/word	Brazilian R$ cent/word
4	Simple	1,7 p	ct 2,5	2,3	1,5	1,5	2,4	1,6	2,8	3,3	4,5	3,7	3,7	1,3	1,5	R$ ct 4,0
4+	Budget	2,8 p	ct 3,7	3,4	2,4	2,3	3,0	2,3	4,4	5,5	7,5	6,3	6,3	2,1	2,4	R$ ct 6,5
5	Inter-mediate	4,0 p	ct 5,0	5,0	3,3	3,3	5,0	3,4	7,0	9,9	13,0	11,4	11,4	3,1	3,3	R$ ct 9,5
5+	Profes-ional	5,5 p	ct 7,4	7,0	5,0	5,0	7,0	5,2	9,5	14,0	18,5	17,0	17,0	4,9	5,0	R$ ct 14,0
6	Premium	8,0 p	ct 10,0	10,0	7,5	9,0	10,0	7,0	15,0	21,6	28,0	25,5	25,5	6,9	7,5	R$ ct 20,0
6+	Excellent	12,0 p	ct 15,0	15,0	11,5	15,0	16,0	9,5	24,0	30,4	40,0	35,7	35,7	8,9	11,5	R$ ct 30,0

Prices excl. German VAT (if applicable) | a base fee of 30 pence/cent applies per text order
Group orders cost +0,2 pence/cent per word extra | prices for direct orders might vary | errors and omissions excepted

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Prices per 300 word text

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greatcontent	.co.uk	.com	.de	.es	.ru	.fr	.it	.nl	.se	norsk.	.dk	suomi.	.pl	.pt	.com.br
	English UK	English US	German	Spanish	Russian	French	Italian	Dutch	Swedish	Norweg.	Danish	Finnish	Polish	Portug.	Brazilian
4 simple text	£ 5,40	$ 7,80	€ 7,20	€ 4,80	€ 4,80	€ 7,50	€ 5,10	€ 8,70	€ 10,20	€ 13,80	€ 11,40	€ 11,40	€ 4,20	€ 4,80	R$ 12,30
4+ standard webcopy	£ 8,70	$ 11,40	€ 10,50	€ 7,50	€ 7,20	€ 9,30	€ 7,20	€ 13,50	€ 16,80	€ 22,80	€ 19,20	€ 19,20	€ 6,60	€ 7,50	R$ 19,80
5 advanced webcopy	£ 12,30	$ 15,30	€ 15,30	€ 10,20	€ 10,20	€ 15,30	€ 10,50	€ 21,30	€ 30,00	€ 39,30	€ 34,50	€ 34,50	€ 9,60	€ 10,20	R$ 28,80
5+ excellent webcopy	£ 16,80	$ 22,50	€ 21,30	€ 15,30	€ 15,30	€ 21,30	€ 15,90	€ 28,80	€ 42,30	€ 55,80	€ 51,30	€ 51,30	€ 15,00	€ 15,30	R$ 42,30
6 premium content	£ 24,30	$ 30,30	€ 30,30	€ 22,80	€ 27,30	€ 30,30	€ 21,30	€ 45,30	€ 65,10	€ 84,30	€ 76,80	€ 76,80	€ 21,00	€ 22,80	R$ 60,30
6+ Optimum	£ 36,30	$ 45,30	€ 45,30	€ 34,80	€ 45,30	€ 48,30	€ 28,80	€ 72,30	€ 91,50	€ 120,30	€ 107,40	€ 107,40	€ 27,00	€ 34,80	R$ 90,30

Prices excl. German VAT (if applicable) | a base fee of 30 pence/cent applies per text order
Group orders cost +0,2 pence/cent per word extra | prices for direct orders might vary | errors and omissions excepted

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Translation prices from Italian

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Target Language	GERMAN	FRENCH	BRITISH	AMERICAN	SPANISH	DUTCH	PORTUGUESE	BRAZILIAN	POLISH	RUSSIAN	SWEDISH	DANISH	FINNISH	NORWEGIAN
Translations in € cents per word	10.5	10.5	11.5	11.5	9.0	13.5	9.0	8.5	8.5	11.5	22	25.5	25.5	29.5

- The prices per word for translations are based on freelance market prices. We work with freelance translators on our greatcontent platform and all translations include a greatcontent quality check.
- Prices per wrod may vary per project, based on the topics. Translations of technological and law texts require a special expertise and are therfore subject to change based on the content.
- Prices for repetitions are subject to investigation of the text files to be translated
- Prices are excluding German VAT (if applicable)

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zalando

Famous for specialising in shoes, Zalando has expanded through multi-regions and offering diverse products, from fashion to lifestyle.

Volume:
300.000 products
100.000 categories
50.000 brands
per year
per country

Service:
Localisation
–Product descriptions
–Category descriptions
–Brand descriptions

Turnaround:
2.000 texts
per country per month

The Brief
Zalando wanted to engage with their customers in all territories with impactful content. They approached greatcontent to provide a culturally conscious content that resonates with local visitors to the Zalando sites (UK, DE, FR, NL, IT, PL, ES). They wanted native writers writing product, category and brand descriptions for their 120,000 SKUs. The challenge was to complete the initial phase of the project (product descriptions) within 10 weeks.

Our Approach:
The Greatcontent approach to projects of this magnitude where quality and speed is essential is to develop clear implementation path. We allocated Zalando a Project Manager overseeing the project entirely, along with 7 local editors all working daily with our large pool of local writers, to communicate the Zalando brief (including method of upload and delivery) as well as quality controlling the copy process. We used our ramp-up phase to ascertain the internal capability of Zalando in receiving a set number of texts on a daily basis; starting with 500 texts in 4 languages (UK, DE, FR, PL). We then scaled to 2000 texts delivery each day covering all the languages. We trained the in-house team at Zalando and this enabled us to increase the delivery numbers further, while decreasing the rejection rate of delivered text to the very minimum. There's now a consistent strategy in place enabling Zalando to up scale their orders and down scale when required.

The Result:
The product description part of the project was delivered in full within 8 weeks, this was achieved with our wide pool of experienced writers. We've helped Zalando achieved its internationalisation aims. The text delivered is user and SEO friendly, a real contributory factor to their increased traffic and conversation rate. We've helped improve the Zalando internal text creation process, with the delivered text receiving minimal rejection (0.2%) and low revision rate.

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HELLWEG
Die Profi-Baumärkte IDEEN MUSS MAN HABEN

With over 90 stores across the DACH region specialising in DIY, Hellweg moved online in 2011.

Volume:
10.000 products
500 categories

Service:
copywriting
•Product descriptions
•Category descriptions

Turnaround:
1.000 texts per week

The Brief

Hellweg was, until recently, solely an offline retailer; in 2011 they moved into ecommerce. Hellweg needed 10,000 product descriptions to launch their site; with no online copywriters and internal facilities in place to meet this challenge, they turned to greatcontent.

Our Approach:

As a new venture, the Hellweg project had specific challenges. Their team needed guidance in delivering maximum results from them their content, particularly in terms of SEO. For greatcontent this meant we had to do more than simply provide good quality texts, but to approach the project within a consultative sphere.

The Result:

Through the greatcontent platform usability workshop, we enabled the team to gain competency in managing their projects as well as establishing consistent order/delivery mechanism.

Dedicating a segment of time in the Set up phase of our process was crucial for this project, it allowed Hellweg to increase their text production experience and granted the team insight into identifying their content specificities. Working closely with their Project manager, the team at Hellweg were quickly using our platform independently and effectively.

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INTERNETSTORES

Internet Stores is one of the biggest web base bike shop and outdoor products retailer across Europe. With a range of branded ecommerce stores.

Volume:
10.000 products
500 categories

Service:
Full Service Project Management
•Product descriptions
•Category descriptions

Turnaround:
2,000 category descriptions
2,000 product descriptions
1,000 brand descriptions

Territories:
DE

The Brief

Internet Stores was looking to bolster their 4 web base sites with unique content. They needed an internationalisation partner, with the experience, scope and capacity to fulfil this project.

Our Approach:

Internetstores gave the whole project into the hands of our greatcontent project management team, enabling us sto scale the production and manage the writers in an independent manner and delivering all contents within a timeframe of 5 weeks.

The Result:

We've built a strong partnership with Internet Stores, helping them achieve their internationalisation aims. According to Internet Stores our international SEO approach has helped boost their conversion rates in all their active territories and they have seen a significant shift in their organic search traffic.

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What our clients have to say

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Für Unique Content ist content.de unsere erste Adresse im Netz. Das Netzwerk zeichnet sich durch seine Innovationskraft und den kompetenten und ausgesprochen sympathischen Service aus.

Vorstand CHECK24 Affiliate AG

"Put simply, greatcontent delivers good work. Above all, it's the uncomplicated processing of ordering content, and the flexibility in regards to data management that make this company the perfect business partner."

Head of Online Copywriting, SIXT

"Compiling good texts swiftly and without any complications is an essential part of our business. With its particular system and pool of writers, greatcontent is perfectly cut out to meet our external text production requirements."

Content Manager, AKM3

Mit der Unterstützung von content.de schaffen wir es in relativ kurzer Zeit hochwertige Inhalte für unsere Projekte im Bereich der „Neuen Categories" zu generieren. Durch die individuell betexteten Artikel steigern wir unsere SEO-Relevanz und erfüllen den Informationsbedarf unserer Kunden.

Leiter New Category OTTO

Testimonials

Greatcontent delivers great content. But more important to us is their ability to cope with any kind of data seamlessly and handle large amount of texts orders without delays and still deliver a
constant quality level.

Content Manager Internationonal, Groupon

We never need the same amount of texts every month. Internal teams are slow and inefficient and external freelancers are time consuming to handle. greatcontent solves all that for us and still offers good quality at low rate and flexible pricing plans.

SEO Manager, Rocket Internet

Für GartenXXL benötigen wir Texte, die mit Leidenschaft für das Thema geschrieben werden und genau auf unsere Zielgruppe abgestimmt sind. Aus diesem Grund schätzen wir die Zusammenarbeit mit content.de. Die Texte bieten einen echten Mehrwert für unsere User.
Felix Lüneberger

Online Manager Garten XXL

"greatcontent is the ideal service provider for internationalisation projects. Their writers are native speakers, and can handle every kind of project. Their operating procedures run smoothly, and they have an amazing turnaround speed, consistently producing work of high quality."

CMO Zalando

I was looking for a flexible but highly experienced writing force for our product descriptions. Managing that internally is too inefficient and thanks to greatcontent we can focus on topic and product management rather than "caretaking writers".

CEO urbanara.co.uk

"Wij van Drukzo zijn zeer tevreden over de samenwerking met Greatcontent. Na het lanceren van drie labels in de zeer dynamische online drukwerkwereld hadden we veel, verschillende soorten teksten nodig. Greatcontent heeft binnen afzienbare tijd al onze wensen vervuld. De flexibiliteit, snelheid, service en lage kosten hebben er voor gezorgd dat we binnen no time genoeg teksten hadden om de content op onze website van hoogwaardig niveau te maken. Onze marketingafdeling heeft direct resultaat gezien in de inkomsten uit organische resultaten vanuit Google. Daarmee heeft Greatcontent niet alleen in onze behoefte voorzien van het maken van hoogwaardige, informatieve teksten. Ook heeft het zeer goed de wens vervuld voor contentcreatie van een marketingtechnisch hoog niveau. Wij zijn zeer te spreken over de diensten van Greatcontent en zullen er in de toekomst dan ook zeker gebruik van blijven maken. De proactieve houding ten behoeve van het verbeteren van de geleverde teksten, de goede bereikbaarheid, kwalitatief hoogwaardige teksten, flexibiliteit, snelheid, vele mogelijkheden, het grote Europese netwerk & zeer betaalbare prijzen maken Greatcontent tot wat het is: een superbedrijf waar heel fijn zaken mee kan worden gedaan!"

Online Marketing Manager Drukzo - Print Ocean

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