GREAT
CONTENT

greatcontent
service catalog

2020

Content creation services

Prices vary depending on selected language and quality levels (see below)

Service	Description
Writing	**Copywriting** Unique texts written by native-speaking linguists in multiple languages from various industries.
	Rewriting Existing texts rewritten by native- speaking linguists e.g. to add keyword optimization or re-organize the content.
Localisation	**Transcreation** Transcreation of an existing source text into a defined target language delivered by a professional bi-lingual copywriter.
	Human translation (HT) Source text translated into target language with a CAT-tool incl. translation memory and term base.
	Neural Machine translation (NML) Source text translated into target language with a neural machine-translation engine.
Editing	**Proofreading** Review of an existing text incl. removal of typos and grammatical errors.
	Copyediting Review of an existing text, incl. proofreading, style-, fact- and briefing-cross check.
	Post-Editing Light Review of machine-translated text, creating a comprehensive, accurate, but not stylistically sophisticated translation.
	Post-Editing Full Review of machine-translated text, creating a comprehensive, accurate and stylistically correct translation.
Add-ons	**Keyword research** Research of SEO relevant main and long-tail keywords. Tool assisted keyword research, currently supporting: Google Keyword planner, SEOlyze (WDF*IDF optimization), Searchmetrics
	Title creation Creation of text titles based on created topics.
	Metadata creation Creation of meta titles and descriptions based on specific SEO guidelines.
	Image research Suggestion of images from defined sources e.g. company database or other image service such as shutterstock, pexels to support text creation project.
	Link checking Checking of links against specific guidelines e.g. ensure their availability and functionality.

Managed service packages

Managed Service Packages

(pricing valid as of October 2020 until further notice)

Package	Ad hoc Support	Start	Basic	Growth	Profes- sional	Enterprise	
Package subscription per month	-	€500	€750	€1.000	€1.500	€2.000	on request
Content spend per month (average minimum)	-	< €2.500	< €4.000	< €8.000	< €12.000	< €20.000	> €20.000
Services included							
Access to content production platform	✓	✓	✓	✓	✓	✓	✓
Access to support team (email/phone)	✓	✓	✓	✓	✓	✓	✓
Access to extensive training & support	€75/hour	✓	✓	✓	✓	✓	✓
Access to premium linguist pool	-	✓	✓	✓	✓	✓	✓
Access to an account manager	€75/hour	✓	✓	dedicated	dedicated	dedicated	dedicated
Personalized linguist casting & vetting	€150/item	1x/month	2x/month	3x/month	5x/month	unlimited	unlimited
Briefing and layout creation services	€150€/item	2x/month	2x/month	3x/month	4x/month	unlimited	unlimited
Briefing localization service	€75/item	-	4x/month	6x/month	8x/month	unlimited	unlimited
Management of linguists and orders	€75/hour	✓	✓	✓	✓	✓	✓
Account reviews	-	monthly	monthly	monthly	bi-weekly	bi-weekly	weekly
Custom export solutions development	€250/hour	€250/hour	€250/hour	€200/hour	€150/hour	✓	✓
Contractual terms							
Subscription renewal term*	-	3 months	3 months	6 months	6 months	12 months	12 months
Payment terms**	Pre-paid	Pre-paid		Option to post-pay 14 days		Option to post-pay (on request)	

* Packages are billed monthly, the first month partially, then per month and can be cancelled at the end of each renewal term by email.

** Pre- or post-paid - no mixed option available.

Item description

Service	Definition
Access to content creation platform	GC platform provides access to a pool of linguists in 30+ languages. Core features enable management of linguists groups, briefing- and layout templates, projects and orders including different validation logics.
Access to support team (email/phone)	Email and phone support in English with average response time <= 24hrs
Access to extensive training & support	Web based training with a GC expert including Q&A session and check In after 1 week.
Access to premium linguist pool	Access additionally vetted industry experts in more specialized fields such as finance, engineering or media.
Access to an account manager	Dedicated GC account manager including backup person, speaking English, German, French or Italian with average response time <= 24hrs.
Personalized linguist casting and vetting	Creation of custom linguist casting setup, based on requirements such as industry expertise, style or project contract. Casting includes preparation of pitch texts per linguist to find the perfect match (text cost discounted).
Briefing and layout creation services	Creation and localization of briefings including a company or brand portrait, audience definition, style-, keyword- and SEO guidelines, content structure and layout guidelines. Definition of a technical content structure incl. requirements on meta description, text length, and HTML formatting per text type.
Briefing localization	Transcreation of existing briefings into the linguists native language.
Management of linguists and orders	Service ensures that orders are taken by the right linguists, questions on briefings, layouts or orders are clarified timely.
Account reviews	Regular calls with a dedicated account manager to ensure use of best-practice approaches and provide a forum to raise questions, discuss processes and feature improvements.

Quality levels

All linguists at greatcontent undergo a detailed application and quality assurance process and are categorized in the following quality levels.

Quality level	Description
Junior Linguist	Verified entry level linguist with 1-3 years of work experience, academic degree is optional.
Linguist	Verified mid-level linguist with 3-5 years of work experience, academic degree is optional.
Senior Linguist	Verified, experienced linguist with > 5 years of work experience and academic degree.
Expert Linguist	Verified, specialized linguist with > 5 years of work experience and verified university education in a relevant non-technical field e.g. in Linguistics, Philology, Translation, Journalism, Tourism, Business, Marketing.
Technical Expert Linguist	Verified, specialized linguist with > 5 years of work experience and verified university education in a relevant technical field e.g. Medicine, Finance, Law or Engineering.

Languages

The following languages are supported by greatcontent. In case of translation projects certain language combinations might not be directly supported and require a translation via English. Please contact our project and account managers to support you with a custom quote.

Groups	Languages	Price group*
Western European and English languages	Dutch - The Netherlands	G2
	Dutch - Flemish	G2
	English - United States	G1
	English - United Kingdom	G1
	English - Australia	G1
	English - Canada	G1
	French - France	G1
	French - Switzerland	G2
	German - Germany	G1
	German - Austria	G2
	German - Switzerland	G2
Eastern European languages	Bosnian - Bosnia	G3
	Croatian - Croatia	G3
	Czech - Czech Republic	G3
	Hungarian - Hungary	G3
	Turkish - Turkey	G3
	Polish - Poland	G3
	Romanian - Romania	G3
	Russian - Russia	G3
	Serbian - Serbian	G3
	Slovakian - Slovakia	G3
	Slovenian - Slovenia	G3
	Ukrainian - Ukraine	G3
Southern European and Southern American languages	Italian - Italy	G5
	Spanish - Spain	G5
	Spanish - Argentina	G5
	Spanish - Chile	G5
	Spanish - Mexico	G5
	Portuguese - Portugal	G5
	Portuguese - Brazil	G5
Northern Europe / Scandinavian languages	Danish - Denmark	G4
	Finnish - Finland	G4
	Norwegian - Norway	G4
	Swedish - Sweden	G4

* Languages within the same price group can be purchased at same rates

Integrations and exports

All exports are delivered in a defined export structure and text formatting e.g. HTML, Markdown or BB-code with UTF-8 encoding.

Option	Description
Manual exports	**Manual download** Bulk-download in file formats: Word, Text, Excel, CSV, XML, JSON
	Email Automatic or manual push of accepted texts to an email address.
API exports	**Push to API** Connection to any endpoint based on a provided authentication method. Accepted text can be pushed automatically or manually to an API endpoint in XML or JSON format.
	REST API JSON REST API for order and delivery of texts. See greatcontent's API documentation for more details.
CMS imports	**Wordpress** Automatic or triggered push of accepted texts to a defined Wordpress instance (via XML-RPC).
	Manual entry Manual import into a Content Management System (CMS) incl. defined enhancements e.g. formatting or image placements.
Custom exports	Development of custom solutions and other export formats according to defined technical requirements.