

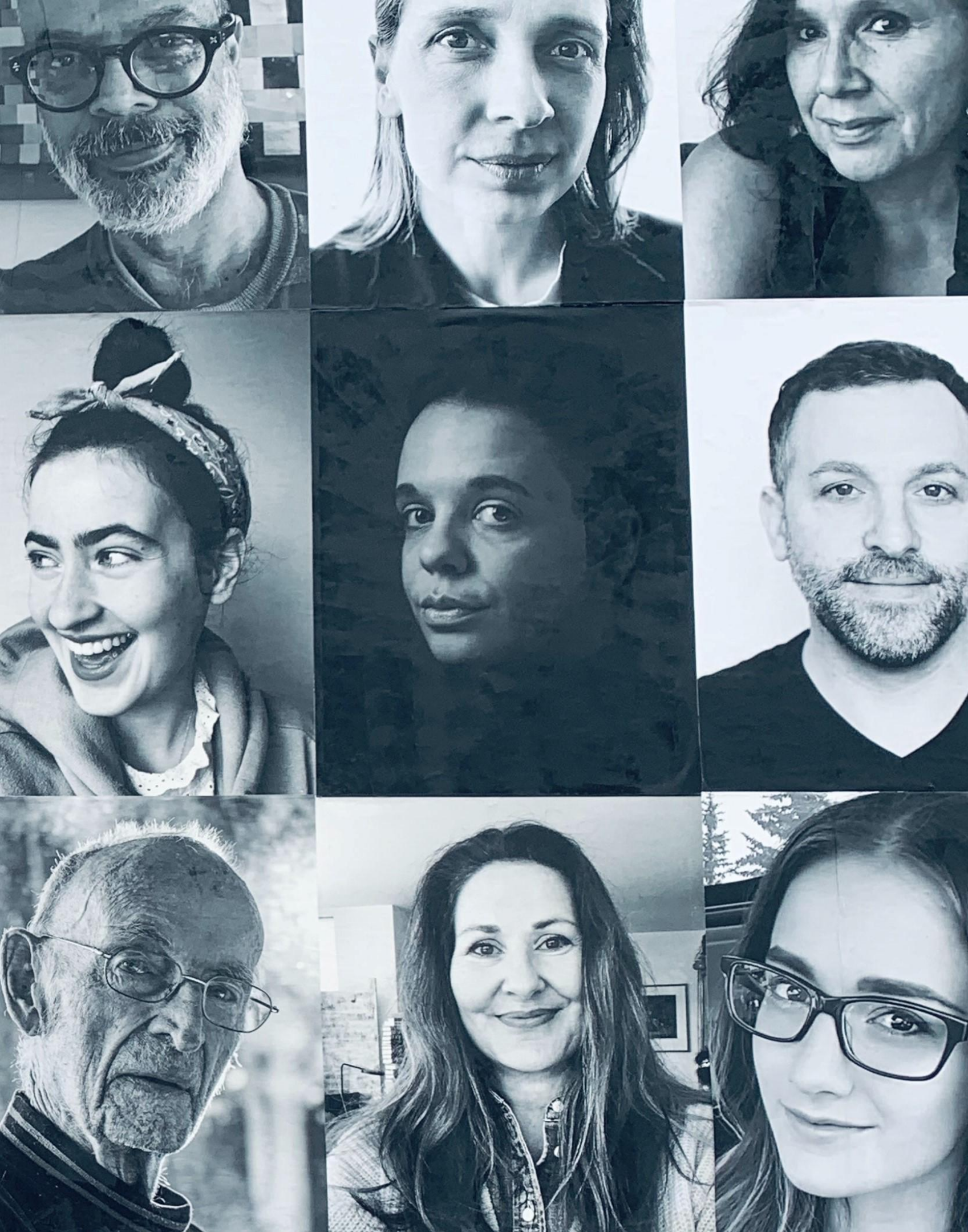


# Onboarding guide for Copywriters

# Hi and welcome on board!

Our team is very happy to have you with us. This is a short onboarding guide aimed at introducing you to our linguists' platform and explain how copywriting at greatcontent works.

1. The greatcontent culture
2. Login to your account
3. View available texts
4. Payment
5. Start working on a text
6. Briefing and messaging
7. Writing a text
8. Layout of a text
9. Submitting a text



# Linguist?! What, exactly, is that supposed to mean?

At greatcontent, we work with linguists - for us this means language experts within various roles.

It includes copywriters, post-editors, translators, proofreaders and copy-editors who all have one thing in common: a deep understanding of text.

# The greatcontent culture

We work under the following principles:

We:

- offer a flexible, professional and fun way of working
- answer all your questions usually in one working day at [support@greatcontent.com](mailto:support@greatcontent.com) or on the internal messaging system
- offer fair and transparent payment (reflecting academic degrees, work experience and industry expertise)
- provide you with feedback, tutorials, and ways to improve your writing. If you take this to heart this can lead to categorisation as a higher level linguist and a higher price per word.

You:

- must read briefings carefully before you start working on a text. Copy not matching the brief has to be reworked.
- have to be reachable! So please, whitelist our email addresses, answer our messages and add your phone number to your profile so we can call you for urgent project updates.
- must respect deadlines. There's no obligation to accept texts, but once you do, we expect you to deliver on time.
- should tell us as soon as possible if you can't deliver on time due to unforeseen circumstances.
- need to let us know before (!) you go on holiday when having accepted a longer commitment project.

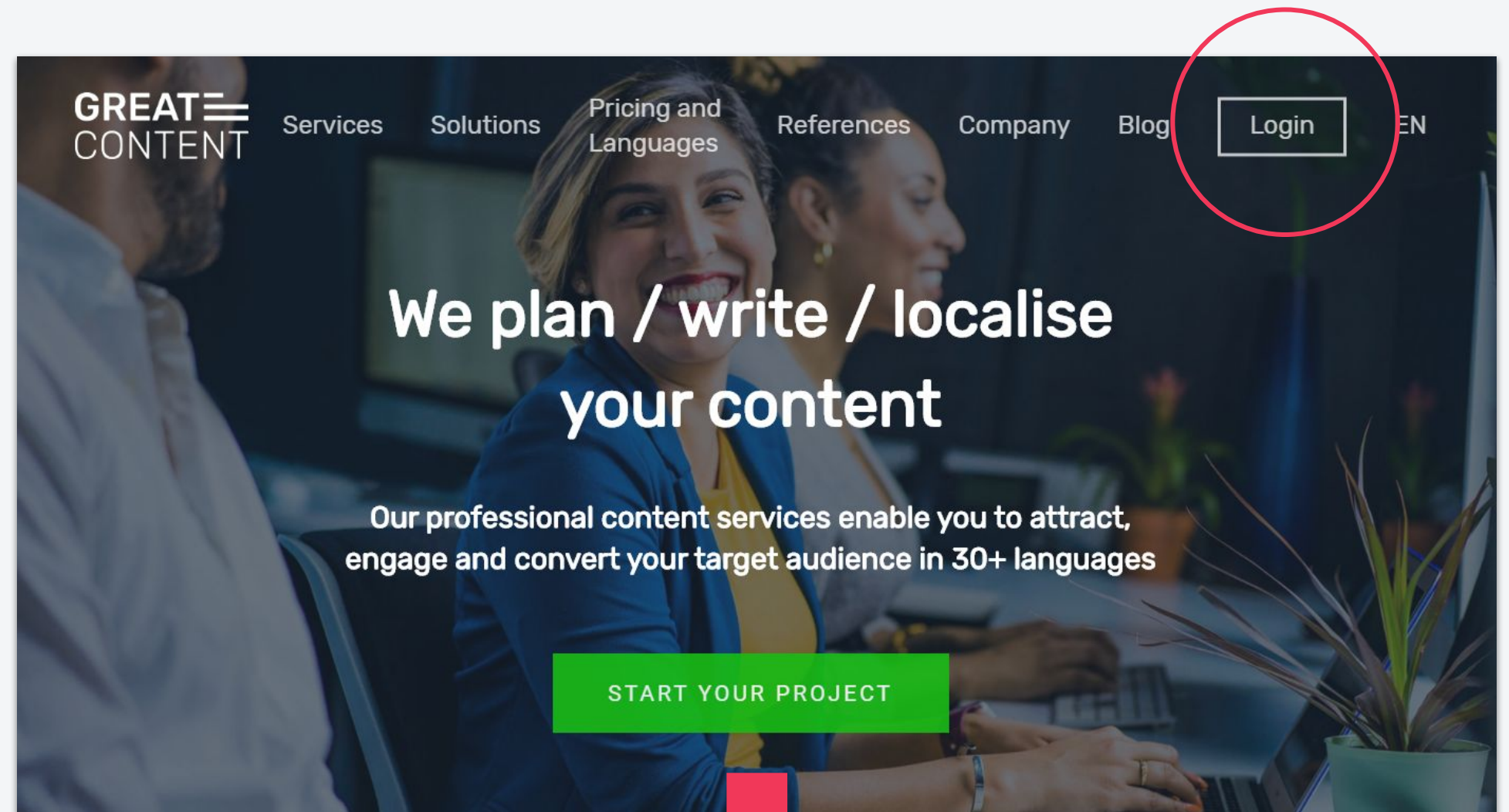
Together we:

- grow and benefit from a longstanding partnership.
- win more loyal customers who want to book us and, more importantly, you over and over again!
- find a satisfying solution if things go wrong, e.g. reworks that go beyond the brief receive extra remuneration.

# Login to your account

The 'Login' button is located in the top right corner of our website's [main page](#).

Click on it and you will be redirected to the login page where you can sign in to your account using your credentials.

The image shows the login page of the GREAT CONTENT website. On the left is the GREAT CONTENT logo. On the right is a login form with the title 'Please enter your credentials'. The form contains two input fields: 'E-mail address' and 'Password'. Below these fields is a green button labeled 'Log in'. At the bottom of the form, there are two links: 'Register as a client or a writer' and 'Forgotten your password?'.

# View available texts

On your account's main page you will see boxes showing

- your texts in progress
- the number of available texts per type

## There are 3 types of texts:

- **Open Orders:** available to all writers
- **Group Orders:** available to a pre-selected group of writers
- **Direct Orders:** available for a specific writer

Hit **View orders** to see the list of the text jobs and more information

[Home](#)
[Manage my account](#)
[Orders](#)
[Messages](#)

- ★ My orders
- ★ Statistics
- ★ Request payment
- ★ Edit personal data
- ★ Edit public profile
- ★ Manage favourites

Available

2 unread messages

Your unique ID	U43CMW6
Quality level	Expert Linguist
Earnings in progress	€90.00
Earnings confirmed	€0.00
Earnings pending payment	€618.53
Earnings confirmed	£113.20
Earnings pending payment	£110.94
Open Orders	0
Group Orders	2
Direct Orders	0
Accepted	8431
Rejected	0
Waiting to be checked	1
Being processed	4
Being revised	0
Rejection rate:	0.00 %

3

Orders in Progress

View orders

0

Open Orders

View orders

2

Group Orders

View orders

0

Direct Orders

View orders

Your texts

Available texts

Orders

Order title	Client	Type of order	Status	Level	Remuneration	Date	Deadline
Merchant Guide_Claire's Accessories	U44ZMH2	group	Being processed	Linguist	£56.60	02.12.2020 12:05:22	07.12.2020 12:14:22
Merchant Guide_Foodhub	U44ZMH2	group	Being processed	Linguist	£56.60	02.12.2020 11:50:41	07.12.2020 11:51:42
How to Combine (Free) AI and (Paid) Human Forces	U37WSY25	direct	Being processed	Expert Linguist	£90.00	26.11.2020 11:14:05	07.12.2020 18:34:36

Mehr Aufträge ansehen

# Payment

The **order value** is based on the maximum amount of words.

- If you submit less than the maximum wordcount you will get paid less.
- If you submit more than the minimum wordcount you will, however, be paid according to the maximum amount of words.

3  
Orders in Progress  
[View orders](#)

0  
Open Orders  
[View orders](#)

3  
Group Orders  
[View orders](#)

0  
Direct Orders  
[View orders](#)

Orders

Order title	Client	Type of order	Status	Level	Remuneration	Date	Deadline
<a href="#">Udup - Kaffe Mode</a>	<a href="#">UI6PD98</a>	group	Being processed	Senior Linguist	€12.00	02.12.2020 11:03:33	03.12.2020 12:24:46
<a href="#">Udup - white stuff</a>	<a href="#">UI6PD98</a>	group	Being processed	Senior Linguist	€12.00	02.12.2020 11:03:33	03.12.2020 13:44:58
<a href="#">Udup - LUISA CERANO</a>	<a href="#">UI6PD98</a>	group	Being processed	Senior Linguist	€12.00	02.12.2020 11:03:32	03.12.2020 12:18:02

Mehr Aufträge ansehen

Based on the maximum amount of words

# Start working on a text

- View the briefing by clicking on a **title**
- You will be redirected to the order page, where you can find **all details** about the order (incl. keywords and deadline)
- From now you have **5 min** to decide if you accept the order. Consider your capacities and make sure that you can submit your text on time

### Your order

Copywriting with Proofreading  
(If you start with copywriting you will not be able to proofread)

Language	German (de_DE)
Order-ID	O43W6VUTJFE3
Order title	Urup - Pull and bear
Deadline	December 4, 2020 2:49:52 PM CET
Number of words	700
Keywords	Number of words
	Required
Pull and bear	4 - 25
Pull and bear Jeans	1 - 10
Pull and bear Kleidung	1 - 10
Pull and bear Schuhe	1 - 10
Flexendings allowed?	Yes
Stopwords allowed?	Yes
<a href="#">Show/hide stopwords:</a>	
Text quality level:	Senior Linguist
Text type	Markenbeschreibung
Text topic	Bekleidung & Accessoires
Your client	UI6PD98
Text reserved for	4 minutes and 47 seconds

28.00 EUR

Your possible earning

Accept order

Accept order and continue with text search

Write another text

Start with this text only

Save this text job but go on browsing the order list for more first

You don't like this order but want to look for another one

# Briefing and messaging

On the order detail page you can:

- view order briefing and details
- send a message to the client
- write your text

You can see the wordcount and the keyword count in a box to the left of your text.



## Write texts

### Your order

Copywriting with Proofreading  
(If you start with copywriting you will not be able to proofread)

Language	German (de_DE)
Order-ID	O3P2XBXWMWD3
Order title	Ubup - Kaffe Mode
Client-ID	UI6PD98
Deadline	December 3, 2020 12:24:46 PM CET
Number of words	300
Words written already	1.0E-6
Earnings as of now	0.00 EUR

Keywords	Number of words
	Required
Kaffe Mode	4 - 15
Kaffe Mode Sale	1 - 10

Flexendings allowed? 	Yes
Stopwords allowed? 	Yes

Show/hide stopwords:

Text quality level:	Senior Linguist
Text type	Markenbeschreibung
Text topic	Bekleidung & Accessoires

Messages	hide
Briefing for the writer	show

Show or hide messages to directly contact the client in case something is not clear

Show or hide the briefing incl. all necessary information

# Layout of a text

The layouts are composed of two type of structures:

- Export Structures: they provide details on the section or paragraph that should follow, such as its topic, its length and whether it is a flexible or fixed structure (more on that later). The Export Structures are grey and must not be modified
- Text-box: they provide details on the formatting requested for that particular Title, Paragraph or Bullet Point. Here is where you will be able to insert the text. They are highlighted in green.

**Criteria**

Words  
590 - 600 (0)

Keywords  
Flights from Nantes to Toulouse...  
~ 4.0% - 6.0% / 4 - 6 (0)

Layout  
elements

## Messages

Message to client:

Send

## Submit text

Please use the editor for any text formatting and no BBcodes. If you insert text that is already formatted as HTML, it will be rendered as is after saving.

Heading

Flights from Nantes to Toulouse

Text

← → Paragraph **B** *I* [Link](#)

- 

- 

`<>`

- 1 Export structure  
[[city a to city b Flights: An Overview]]
- 2 H2
- 3 Export structure  
[[Intro 150 W]]
- 4 P
- 5 Export structure  
[[Which airlines fly from city a to city b?]]

POWERED BY TINY

Preview & submit Save Cancel

0 Words | Automatically saved: Selected

# Export structure: Fixed

There are four different types of export structures.

The **Fixed Export structure**, as the name suggests, can not be modified. You can not add, delete or modify in any way the text-boxes following a Fixed export structure.

Heading

A very Layout-y Layout

Layout

[About Export structures](#)

[View example](#)

[Overwrite in editor](#)

Text

↶

↷

Paragraph

DIV

**B**

*I*

1

Export structure: layout fixed .....  
[[Fixed]]

2

**H1** .....  
How to use a fixed layout?

3

**P** .....  
Fixed layouts, as the name suggests, only need to be filled up as they are. The green boxes you see can not be modified and need to be used as they are.

# Export structure: Flexible

The **Flexible Export structure** allows for some more freedom. Every text-box indicates how many text-boxes such as that one can be added in a row. It is still impossible to modify the formatting of the boxes, but you will be able to structure the text more freely.

Heading

A very Layout-y Layout

Layout

[About Export structures](#)

[View example](#)

[Overwrite in editor](#)

Text

↶

↷

Paragraph

▼

DIV

**B**

*I*

▼

▼

—

<>

Ω

4

Export structure: layout flexible .....  
[[Flexible]]

5

H2 (Min. 1 / Max. 1) .....  
Flexible layouts

6

P (Min. 1 / Max. 3) .....  
Flexible layouts allow for more freedom when writing the text. Each element (i.e. green box) can be repeated according to the directives of the layout. You can see the minimum and maximum amount of repetitions for each element in the red highlight.

# Export structure: Sequence

The **Sequence Export structure** allows the repetition of a whole sequence. Additional text-boxes can be added, but must repeat the sequence provided in the layout. The maximum number of repetitions for the sequence is indicated in the Export Structure. Please be aware that, when you create a new box, it will be automatically set up as a Paragraph (P). In order to repeat the structure you will have to format it correctly.

Text

↩ ↪ Paragraph ▾ DIV **B** *I* 🔗 ⋮ ▾ ⋮ ▾ ⋮ ▾ — < > ↕ Ω

7 Export structure: layout sequence (Min. 1 / Max. 3) .....  
[[Sequence]]

8 **H3** .....  
Layout Sequence

9 **P** .....  
This is the most complex type of export structure. In this case, the whole sequence can be repeated multiple times. In this specific instance, you will have to repeat the whole sequence H3+P+UL. Once again, you can see highlighted in red the minimum and maximum number of repetitions. Here are some of the potential issues with this type of export structure:

10 **UL** .....  

- the sequence of the structure can not be changed ("H3+UL+P" will not be accepted, even if the individual elements are the same)
- when you create a new element, you will need to format it accordingly.

11 **P** .....  
As you can see, the system automatically formats the new element as P. You will have to change the formatting manually.

# Export structure: Optional

The **Optional Export structure** is similar to the "Flexible" one, but allows you to avoid text-box completely, as evidenced by the minimum set to "0".

Heading

A very Layout-y Layout

Layout

[About Export structures](#)  
[View example](#)  
[Overwrite in editor](#)

Text

↶↷

Paragraph

DIV

**B***I*

14

Export structure: layout optional .....  
[[Block 4]]

15

P (Min. 0 / Max. 2)

The Optional layout is a new feature, but is very easy to use. In this case, you have the option to avoid this element completely. As you can see in the red highlight, the minimum number of times for this element is 0. This allows you more flexibility when creating a text, both concerning the wordcount and the structure.

P

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GREAT  
CONTENT

# Submitting a text

To submit a finished text click on 'Preview & submit'.

You will be forwarded to a page where you can do a final check.

greatcontent automatically checks your text for **duplicate content** directly after the submitting and informs you via email in case you have to adjust your text. For this **rework** you have **6 hours**, otherwise the order will be automatically cancelled.

**Criteria**

Words  
590 - 600 (0)

Keywords  
Flights from Nantes to Toulous...  
~ 4.0% - 6.0% / 4 - 6 (0)

## Messages

Message to client:

Send

## Submit text

Please use the editor for any text formatting and no BBcodes. If you insert text that is already formatted as HTML, it will be removed after saving.

Heading

Flights from Nantes to Toulouse

Text

Export structure  
[[city a to city b Flights: An Overview]]

H2

Export structure  
[[Intro 150 W]]

P

Export structure  
[[Which airlines fly from city a to city b?]]

POWERED BY TINY

Preview & submit

Save

Cancel

!

0 Words | Automatically saved: Selected

'Preview & Submit'

# Don't lose a copy due to duplicate content

Make sure your account settings state “yes” to “Order update emails”.

After submitting a text keep an eye on your mails.

**GREAT CONTENT**

Home Manage my account Orders Messages

**Account settings**

### Account settings

#### Automatically saved

Automatically saved Interval Selected 30 seconds Save

#### Writing Assistance

Underline keywords automatically ☒  
Spell check ☒ Save

#### Information

Transaction emails ☐ Yes ☐ no  
Newsletter emails ☐ yes ☒ no  
Order update emails ☒ yes ☐ no  
Daily new order notification at 8am ☒ yes ☐ no  
Daily new order notification at 12pm ☒ yes ☐ no  
Daily new order notification at 8pm ☒ yes ☐ no Save

# Manage revisions from clients

The client can also send back the text asking you to revise certain points.

Those requests will reappear on the 'text in Progress' list with a new status - it will have either a 24 or 48 hours deadline.

You will see the client's feedback in an extra box called 'Revision History'.

Proceed as usual during writing.

'Revision required'

Revision remarks & feedback

The screenshot displays the software interface for managing revisions. It is divided into three main sections:

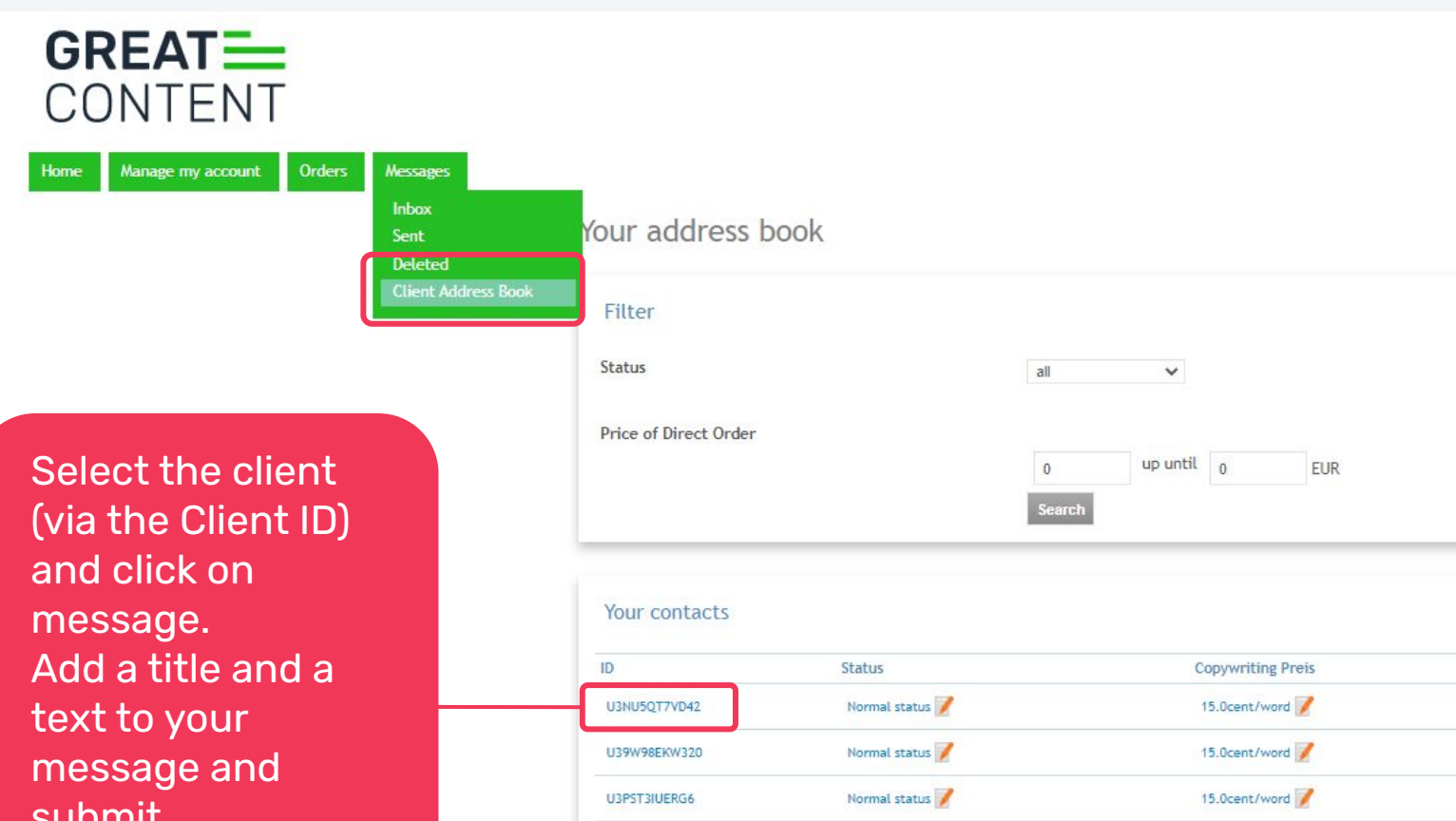
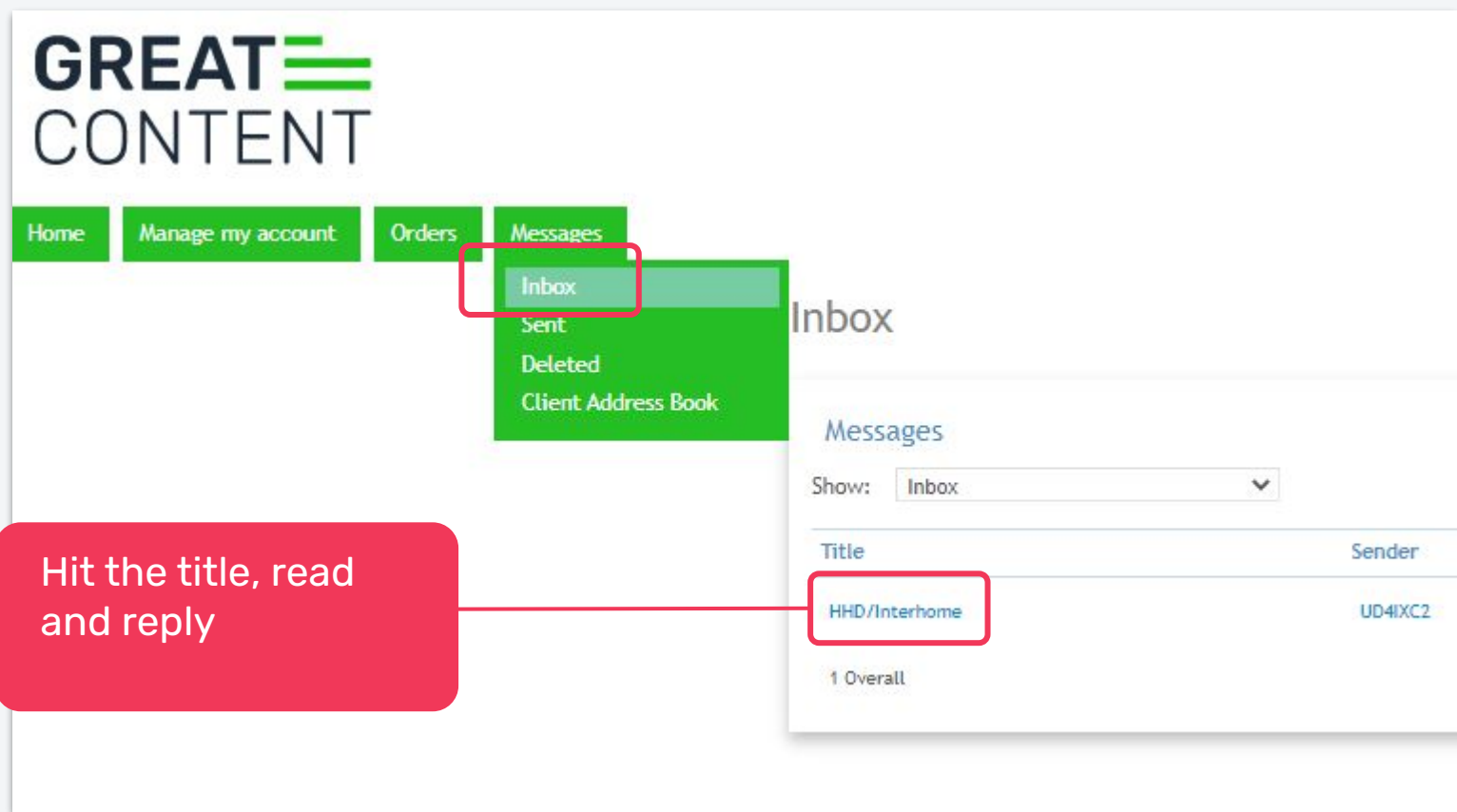
- Aufträge (Orders):** A table listing orders with columns: Auftrags-titel, Auftraggeber, Auftrags-typ, Order Assignment, Status, Stufe, Verdienst, Datum, and Deadline. The second row, 'test\_PR\_direct', is highlighted with a red box around the 'Überarbeitung gefordert' status.
- Revisionshistory:** A section showing a revision request from 'Kunde' on '15. April 2020 20:31'. The feedback text states: 'Beanstandete Punkte: Fehlerhafte Rechtschreibung & Grammatik. Bitte versuchen Sie die Keywords besser im Text zu platzieren. Die Sätze sollen möglichst korrekt und lesbar bleiben.' This section is also highlighted with a red box.
- Text Eingabe (Text Input):** A text editor for the 'test\_PR\_direct' order. It includes a title field, a text area, and a rich text editor toolbar. The text area contains two paragraphs of Lorem Ipsum text, each highlighted with a green box.

# How else to contact a client or support

You can contact the client via our messaging feature:

Either through your Inbox or through your own Client Address Book. Please note that the client needs to write you first.

For any further questions check our [FAQ](#) or hit “Help needed?” in case you don’t find the right answer. We are always happy to help!



# Thanks for reading!

Questions or feedback? We're here for you!

[support@greatcontent.com](mailto:support@greatcontent.com)

[Check out our FAQ](#)