

SEO Text Creation

Case Study

How clickworker.com Created Content for a Keyword-rich 800-page Financial Term Dictionary



The Challenge

IDG Business Media GmbH, the German subsidiary of global publishing giant IDG, came to clickworker.com with the request to produce original, search engine optimized content for an 800-page financial term dictionary for one of their media properties, CFO World.

The Solution

Clickworkers researched and generated a list of topics for the dictionary. IDG/CFO World approved a final list of 800 terms and Clickworkers wrote the definitions, reviewed each others work and ensured that it was unique and not copyrighted.

- Clickworker qualifications: must speak and understand German and pass several assessment courses in writing and editing; extra control added to ensure all material was original and not copyrighted
- Suggested topics: 1,000
- Total definitions written: 800
- Words per definition: approx. 250
- Average cost: \$0.03 per word
- Data delivery: Excel files via e-mail

Work Flow Chart

- ✓ Client stipulates worker criteria and job scope
- ✓ Clickworkers provide potential topics by category
- ✓ Client finalizes topic list
- ✓ Clickworkers create and submit 250 word definitions
- ✓ Editorial review process
- ✓ Secondary layer of editorial review, including copyright review
- ✓ Unsatisfactory results returned to Clickworkers for revisions
- ✓ Satisfactory results compiled and returned to IDG

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