PAPER**TRUE**

CASE STUDIES
Business

Contents

Case 1:

Company: General Translation, USA

GENERAL TRANSLATION U.S.A

Who they are:

Website Content

What they needed:

General Translation needed to establish a strong online presence and wanted to make their content more concise, impactful, rich with keyword placement, and enhanced SEO

How we helped:

We analyzed their website content and blog articles and provided them structural feedback to make it more appealing to anyone who visits their website. We also made sure that the promotion of their services would be more impactful by focusing on making the language more user-friendly and less littered with jargon.

We also made sure that the length of their sentences was not too long and helped keep them short, crisp, and to the point. Our objective behind this was to make them readable for their target audience. Apart from this, we made sure that the tone of the content was assuring and not too formal.

We encouraged a collaborative approach, in which we worked together with the company, taking their revisions and inputs into consideration.

"We have more and more users telling us about how crisp and clear our articles look now! Our website content has improved tremendously and we especially loved the collaborative approach that PaperTrue took, and worked with us instead of dictating what they did. Definitely going to keep this collaboration intact!"

Jonah Smith, Marketing Head, General Translation

Case 2:

Company:
Genuine Consultancy

Genuine
Consultancy

Who they are:

Academic Editing

What they needed:

Genuine needed our help to improve the college applications of their clients by providing them with editing and proofreading services

How we helped:

We improve the grammar, syntax, style, impact, tone, and structure among other aspects of their documents.

With this, we make up for gaps in Genuine's suite of counselling services with our expertise in the English language and feedback giving. This significantly betters their clients' chances at success with their college applications.

We also offer to whitelabel our edited documents and integrate order processing on our dashboard, to make Genuine's experience of partnering with us smooth and convenient.

"*A college application plays a major role in determining whether the student will get in or not, and so we really stress on the style of the essays and applications. PaperTrue's editors help our students' essays to be structured much better apart from the normal editing and proofreading process*"

Philippa Emerson, Senior Consultant, Genuine Education Consultancy

Case 3:

Company:
Vance Industries

Who they are:

Technical Writing

What they needed:

Vance Industries needed our help to edit their intensive user manuals and make them readable for their target audience

How we helped:

Technical jargon is hard to understand, especially if it's for an audience that is only a consumer of your products, and not an expert in them. If a user manual is hard to read, then the whole objective of titling it "user manual" is redundant.

We often help them with clarity, conciseness, coherence, cohesion, structure, and language. Also, we ensure that the language is fine tuned to users with all levels of technical expertise, from the novice to the skilled engineer.

We have also been assisting them with customising their user manuals for an online platform, in order to increase reach and availability for their customers.

Less users call us now; because they understand our manual so perfectly! All jokes aside, PaperTrue's editors helped us restructure our manual content in a way that it would be easily understandable and still get the gist of what was written

Amelia Boone, Operations Manager, Vance Industries

Case 4:

Company: Get Slim

Who they are:

Online Content

What they needed:

Get Slim needed effective SEO and keyword placement in their online content

How we helped:

Get Slim is a company that needs its content about health and wellness to be effective but not pedantic or preachy. They put out their tips in video and blog article format, which our editors proofread.
Along with their scripts for their YouTube videos, we have also been proofreading and editing their scripts for their upcoming fitness blog.

Each time we make sure that their blog is optimised with their specified keywords, but our editors make sure that it's not overstuffed with keywords, and work with the company to make sure that all the keywords that they've specified are contextually used.
Our editors make sure that the video script flows smoothly for the visual medium – both conducive to the platforms for which they were written.

We also provide extensive feedback on improving their word choice, treatment of topics, and coherence by keeping their subscribers in mind.

" *We did not want to come across as another health and wellness brand, and actually wanted our audience to understand our content without getting entangled in the sales-y part. The editors at PaperTrue really helped us reach more people, people who we are writing our articles and making our videos for, of which keywords were a crucial bit. Loved their work!* "

Diane Maclean, Founder, Get Slim