



PURE IGAMING CONTENT

## iGaming Content Services

iGaming Content Services has vast experience of creating relevant content for operators, software suppliers and affiliates. Our services include, but are not limited to, localisation of sites and campaigns, SEO copy, translations of game rules and other industry-specific texts. We specialise mainly in casino and sports betting.

As a client at iGC, you will be assigned an Account Manager who will be your main point of contact for all of your projects. All the texts you receive from us will go through a QA inspection by an iGaming expert and also, if relevant, by an SEO expert as a no-additional-cost service.

Our Content Team works hard to attract and keep the very best iGaming writers. Since our creation in 2015, we have developed a vast network of top freelancers, who have many years' experience and a keen interest in different areas of iGaming. By having in-house Country Managers for our core languages, you can expect the best quality of content that will not only meet, but exceed your expectations.

Building long-term relationships with our clients is at the core of our business. We find that the best way to start is by simply contacting us so you can see for yourself. We will be delighted to have an introductory chat with you and learn more about your needs. However, if you don't feel ready for an introductory call yet, feel free to drop us an email and get a quote for the type of content services you need in the languages of your interest.



# Our Content Languages

The pricing model we offer always depends on the difficulty of the project. Even though you will always get your texts proofread and checked by an expert, our rates per word for high quality content are normally in line with those of our competitors. Our core languages that have their own in-house Country Managers are:

## Our Core Languages with In-House Country Manager:



Swedish



Danish



Dutch



French



Norwegian



English



Portuguese



Russian



Finnish



German



Spanish

## Other Languages we work with on regular basis:



Japanese



Czech



Lithuanian



Korean



Italian



Slovak



Estonian



Vietnamese



Polish



Hungarian



Greek



Thai



Romanian



Latvian



Turkish



Bulgarian



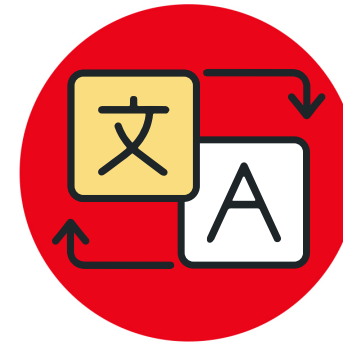
## Our Content Services



### SEO Copy

Good SEO copy is invaluable for iGaming operators and affiliate companies alike. We have in-house SEO experts that are available to assist SEO departments and site owners create the content they need. Our aim is to cover every step of content creation that you need, including, but not limited to: keyword research, competitor analysis, site structure and link planning.

All of our writers are used to working with various specific templates for content creation. Together with the iGaming Content Services team you will not only get the best copywriting for your projects, but you will also minimise the time you spend coordinating them. If you prefer, we can, of course, even publish the articles for you.



### Localisation

Poor localisation is one of the main problems facing iGaming operators and software suppliers. Most industry players still don't understand the importance of getting the basics right. The exactness of iGaming terminology, in many cases, can be difficult to check.

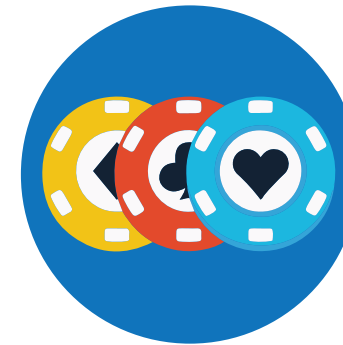
With iGaming Content Services you get a perfect opportunity to ensure that your site is well localised. We are not only experts at helping you with the launch of a new language version, but also in reviewing your current content in order to improve the overall quality, thus increasing your results.



## News and Campaign Translations

No matter how amazing your marketing campaign is, it is vitally important to communicate your message in the perfect way for your audience. We are able to help you to translate your campaigns and ensure that your customers understand the offer exactly as you intended.

We will assist with any area or subject you need covered – from international news and local sports to new casino game launches. We also guarantee that not only will the work be high quality, but also that you will receive our translations in timely manner. If you wish, the translations can be done in the Translation Management System of your choice.



## Game Content Translations

The number of casino games available is growing at an alarming rate. The competition is fierce, so helping the casino players to understand how the game is played and all the basic elements of the game is crucial for ensuring that they return to play again. Many software suppliers still only have their game rules available in English and translate the game rules only in the case that it is required by their licensee.

We, at iGaming Content Services, have the best language experts for you that are able to translate your game descriptions to over 30 different languages. Also, if you already have your games translated, then we can provide you with a quality check, so that you can be sure that your game content lives up to player – and operator – expectations.



## Why Us?

### **I Well-Established Company**

We care about our reputation and do our best to build long-lasting client relationships and provide our clients with the best service possible.

### **I Industry Expertise**

We are specialists, not generalists. iGaming Content Services, established 2015, is niched within online gambling SEO and content. Most of our founders, employees and content freelancers have many years' experience within the iGaming industry.

### **I Local Insight**

Having content as one of our core business areas, we have developed a deep understanding of our main local markets and languages.

### **I Contextual Skills**

Our experience of working with the best of the best within iGaming industry has led to state-of-the-art contextual skills. We balance creativity with pragmatism and will be happy to provide you with our ideas and insights.  
an NDA, but also strive to minimise the exposure of our client's name and projects internally.

### **I B2B Agency**

At iGaming Content Services, we grow organically, based on industry demand. This goes well with our goal of offering our clients exactly what they need. Our B2B focus means no cherry-picking for our own portfolio. With us you can always be sure that you are getting the best from our portfolio.

### **I Practicing iGaming SEO**

We do not just deliver links. We actively work with all aspects of an entire iGaming SEO campaign, including keyword research and validation; creation of content frameworks as well as development of link building strategies. Over and over again, we have efficiently reduced production times and improved the overall quality for our clients' SEO teams.

### **I Dedicated Manager**

Our clients are assigned a dedicated manager who will have overall responsibility of upcoming projects. We understand the importance of confidentiality. We will not only sign an NDA, but also strive to minimise the exposure of our client's name and projects internally.





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