



COPYWRITING PORTFOLIO

SEO WEBSITE COPYWRITING*: LOTULY

Lotuly is a UK-based translation bureau working with clients all over the world.

Most translation services use some form of Ai in the translation process. But Lotuly's approach is different. They specialise in human translations – translated *by* people, *for* people.

*This is the original copy I supplied at the time of writing, as approved by the client. There may have been subsequent updates and changes to the live site.



Research for the project included surveying people who used translators to learn of their experiences, concerns and problems.

From this research, I learned that missed deadlines and poor quality translations with errors were two of the biggest issues.

Alongside the main web copy, I also wrote the instructional micro-copy and a series of starter blog articles for the site.

Do you need effective SEO copy or content for your website?

You can get in touch and tell me about your needs using the form on my [contact page](#).

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HOME

Translation services you can trust

Lotuly is a translation agency run by people, for people.

We offer you the best human translation with all the convenience of an automated online service.

Get a no-obligation quote quickly and easy.

[INSTANT QUOTE](#)

Why choose Lotuly?

Handing your work to a translator can feel like a risk – especially if you're not familiar with the language.

- What if there are mistakes you can't read?
- What if the translator has misunderstood what you were trying to say?
- What if your client isn't happy and blames you?

We've been there too – and we understand your concerns. That's why we created Lotuly.

[INSTANT QUOTE](#)

Lotuly is a people-first service

Some translators use machines as standard – we don't. Our translators are real people, translating human-generated copy for a human audience. They are experienced and independently tested for their competence and skills.

Your translator will be a native-language-speaker, who understands the culture, region and subtle nuances of the language. If you need it, they will also have subject expertise and an understanding of the specialist terminology you use.

From the moment you place your first order you'll be dealing with real people who will listen to your specific needs and feedback at every part of the process.

Lotuly offers:

- ✓ 150+ languages and 800+ language pairings
- ✓ Only native-language-speaking translators
- ✓ Wide range of specialist subjects
- ✓ Dedicated project manager
- ✓ Fast turnarounds available
- ✓ 72 Supported file formats
- ✓ Our best price, guaranteed.

[ABOUT US](#)

[INSTANT QUOTE](#)

Professional language services

Translation

Translate documents, in a range of file formats, from one language to another – or several.

Our translation services includes specialist subjects, such as business, finance, legal, medical and industrial.

[INSTANT QUOTE](#)

Localisation

Localise your translation for the specific country, region or cultural group you're sending it to.

Our localisation services take account of cultural differences and changes in spelling, grammar and formatting.

[CONTACT US](#)

Transcription

Our translators will transcribe your foreign language audio files into text, which can then be translated if required.

They can also transcribe your video files with foreign language subtitles.

[CONTACT US](#)

Transcreation

Translate projects where you need to maintain the original message, style, tone and intent.

This service includes marketing, advertising, websites, SEO content, and posters.

[CONTACT US](#)

How can we help you today?

Hi, I'm <Name>, Lotuly's Customer Service Adviser.

Let me put you in touch with someone who can answer your question.

[ASK LOTULY](#)

Translator jobs

Become a Lotuly translator*

Lotuly translators get a range of great benefits, including:

- ✓ Freedom to work anywhere in the world
- ✓ Work from the comfort of your own home
- ✓ Flexible hours to suit you
- ✓ Good rates of pay.

[APPLY NOW](#)

*Acceptance is subject to availability, independent competency testing, terms and conditions. [More information](#).

Become a Lotuly VIP

Sign up to our mailing list for a monthly round-up of our latest articles, company news and exclusive offers – delivered straight to your inbox.



ABOUT

Global translation services Translated by people, for people

About Lotuly

Lotuly is a UK-based translation bureau, with a remote workforce, operating worldwide.

We specialise in human translation and localisation services. The kind that enable you and your customers to start meaningful conversations.

Our remote workforce includes more than a thousand native-speaking human translators, who work all over the world. Together they translate more than 150 different languages in more than 800 combinations.

Our translators can offer specialist expertise too, with experience in all the major industries, including:

- Marketing/advertising
 - Government
 - Media
 - Life sciences
 - Legal
 - Financial
 - Industrial/manufacturing
 - Medical
 - Pharmaceutical
 - Consumer products
 - Travel/hospitality
 - Automotive
 - Retail/e-commerce.
-

Experience a world of understanding

[GET QUOTE](#)

Lotuly cares

We care about your business and want you to succeed. You'll have access to a 24/7 service that can be accessed from anywhere, at any time. And you can rely on fast delivery of your translations without compromising on quality.

We care about our translators – paying them fairly and giving them the flexibility and freedom to work from anywhere in the world. Because if our translators are happy, then you'll be happy too.

We care about our environment and resources – only using as much as we need. We run a 100% digital operation, with no consumables or waste. And we'll plant a tree for every order you place.

Lotuly's mission

- To deliver a global translation service using an easy, transparent and trustworthy process
 - To maintain fruitful, long-term collaborations with a human approach
 - To offer fast translation services without compromising on quality
 - To provide a 24/7 service that can be accessed from anywhere, at any time
 - To run a zero-waste, paperless business and to plant a tree for every 500 words we translate.
-

The Lotuly name

The name Lotuly is a combination of two Latin words.

LO comes from the word Logus, which means 'words'.

TULY comes from Tratulī, which means 'translation'.



OUR STORY

The Lotuly story

In 2015, Robert and Mariona Bolohan made their journey from Spain to England in search of new opportunities.

The young couple shared a love of languages and an entrepreneurial spirit. When they met, they both spoke English, Catalan and Spanish. Robert also spoke Romanian, which he taught to Mariona.

Before their move to England they were selling antiques in several markets in Spain. It was here that they translated their first documents, explaining the specifics of the items they were selling to their buyers.

This led to a series of further enquiries for translations...

Eventually, it got to a point where they were making more money from translating than from selling. And Robert and Mariona realised how much they enjoyed the feeling of breaking through the language barrier and helping people to understand each other.

They wondered, could this be the business opportunity they'd been looking for?

But little did Robert and Mariona know they were about to get the wake-up call that would change everything.

The realisation

The couple had spent two sleepless nights researching their translation business and were driving home after a successful Saturday at the market.

It was a hazardous drive with several perilous curves to negotiate. And on one of those bends, they lost control of their car.

The car skidded and flipped four times, ending up in a field. Thankfully, Robert and Mariona escaped unharmed, but their car was wrecked.

It was then that they decided that they needed to make some changes and start doing things properly. They would move to London and start the translation business they'd been dreaming of.

The first five years

In the beginning, Robert and Mariona ran the business as a couple. It was very much a freelance enterprise and they worked other jobs to support themselves.

But they found that clients liked their human approach and the fact that they were treated as people, rather than just numbers.

And, as word spread, there was a demand for more languages and industry specialisms. The couple responded quickly, recruiting more translators, expanding their fields of expertise and keeping up with the latest trends.

Becoming Lotuly

As the business evolved, Robert and Mariona realised it needed to be more than just a network of freelancers – they needed something to bring it all together.

They needed a brand.

Lotuly was born in 2020. A culmination of the couple's hard work and dedication to their clients.

Moving their brand online has automated many of their processes, making it easy for clients all over the world to access their services and manage their translation needs.

But, at its heart, Lotuly is still a people-first business, built on caring, helping and creating a world of understanding.

Do you need human translators?

Lotuly is a translation bureau, run by people like us, for people like you.

[CONTACT US](#)



CASE STUDIES*

Case studies

If you're wondering what it would be like to work with us, these case studies show how we've helped other customers to work internationally with our high quality translations.

Bare

Translating a client's website into French for Bare Advertising & Communications.

Dybuster

Helping Dybuster manage their translation needs and make their learning software accessible to more children.

Brain HQ

Making BrainHQ web-based and mobile apps available to an international audience.

Texta

Helping Texta improve their customer's presence in a new market with high-quality localised content.

OLN Holding

Facilitating mining projects in sub-Saharan Africa by translating highly technical contracts.

NextLink Solutions

Helping NextLink's European offices work effectively together by translating official documents quickly.

*The following case studies were written using testimonies provided by each client.



CASE STUDY 01: Bare

Translating a client's website into French for Bare Advertising & Communications

About Bare Advertising & Communications

Bare is a full service advertising agency based in Canada. Their specialist areas include designing and building websites, brand and logo identity, video production, content creation and social media management.

The problem

Bare needed to build a website in French for a client. They needed a translator who could translate their English copy into French, but also make it marketable, creating need and desire that would result in sales.

The team were looking for a friendly, approachable and dependable translation bureau with the right translator for their project.

The challenges

One of the main challenges Lotuly faced was the amount of work that had to be done in the timescale. It was a huge technical website, which included transcribing and translating some videos. And it all had to be delivered in less than a month.

The translator had to work directly with the client's web software, to manually input the translations into the back end of the site. It involved going through the HTML code and navigating the various WordPress plugins to translate directly. This was a challenge in itself, because touching the wrong button risked messing up the whole site.

The solution

To fulfil the needs of the client, Lotuly ensured the translators had the right background in architecture, technical and legal content. And the necessary skills and understanding to work at the back end of the website.

With all this in place, Lotuly promised a fast, convenient service with high quality translations, which is exactly what the client needed.

The result

Lotuly's translator expertly translated the website into market-friendly French that would appeal to the client's market.



CASE STUDY 02: Dybuster

Helping Dybuster manage their translation needs and make their learning software accessible to more children

About Dybuster

Dybuster develops learning software for children in the fields of mathematics and orthography. The software is neuro-science-based and has been proven to be efficient in several user studies.

The problem

Dybuster knew they had a great product that could help children in other countries. But to do that, their learning software would need to be translated into several languages.

The company had tried working with translation bureaus before, but found that having one point of contact slowed down the process, compared to working directly with the translator.

To get their projects completed more quickly, the in-house team had gone back to managing the translations themselves.

But this was proving to be a large and difficult undertaking. They had to organise an individual translator and proofreader for every language, give them the instructions and monitor their progress.

When overseeing their own translations became unmanageable Dybuster decided to try a different translation bureau and chose Lotuly.

The challenges

Lotuly needed to adapt the software's complex neuroscience terminology for children. For this, they needed translators with a background in teaching children – specifically in mathematics and orthography. The translators would need to make those subjects accessible and understandable so the children could learn more easily.

There was also the issue of timings. Lotuly had to find a way to ensure that they could deliver the translations fast enough for Dybuster and without slowing down the process.

The solution

Lotuly used a specific and thorough vetting process to find skilled translators who had the right background and necessary teaching experience.

To deliver the translations at speed, Lotuly provided Dybuster with a single point of contact, which streamlined the whole process.

Dybuster started with a single language project to see how things went. But were so impressed by the quality and speed of the results, they began to commission more projects.

The results

Lotuly's translators have made Dybuster's learning software accessible to children in several other countries. They have not only translated the software interface itself, but also the website pages, documentation and manuals.

Lotuly managed Dybuster's projects proactively, reliably and punctually, so they were always delivered on time. And they provided a tailored and flexible service that met Dybuster's specific translation needs.



CASE STUDY 03: BrainHQ

Making BrainHQ's web-based and mobile apps available to an international audience

About Posit Science Corporation

Posit Science Corporation is an American company specialising in brain training software and services.

Its team has created BrainHQ, a brain-training program developed using 30 years' research in neurological science and related medicine.

BrainHQ uses scientifically validated brain training exercises to help individuals with a variety of cognitive aspirations to improve their brain health and function.

The problem

Posit Science Corporation knew there were customers around the world who would benefit from BrainHQ. But they were all out of their reach.

To open up these global markets, the company would have to adapt the program for new audiences and expand their international partnerships.

They needed translators who could translate the explanatory copy, using the friendly tone they used in their apps, but could also manage more formal documents.

The challenges

The project needed to explain complex neurological terminology and research findings, but also needed to sound friendly and appealing for its audience. All within a tight deadline.

The solution

Lotuly sourced the best translators in its network, with the necessary expertise in brain health and neurological science. The translators were able to dig deep into the software and understand how it was working to improve brain health through training exercises. They could then explain this, in a friendly and accessible way, to its audience of users.

Lotuly's translators had the colloquial language skills to translate BrainHQ's web-based and mobile brain training apps into different languages for new end users.

They could also handle the formal translations for the consumer support documentation.

This meant that Posit Science Corporation could get all their translations from the same company – and get them translated to the same high standard.

The result

Using Lotuly's translation service, Posit Science Corporation adapted their BrainHQ program and support documents for several new languages.

This gave them exactly what they needed to access new markets and grow their business internationally.



CASE STUDY 04: Texta

Helping Texta improve their customer's presence in a new market with high-quality localised content

About Texta

Texta is a content marketing agency providing unique, high-quality content for customers, to help them rank higher on Google.

The problem

Texta had been accustomed to handling all their content and translations in-house.

But when customers asked to have their content translated into new languages, it was beyond what Texta's in-house team could provide.

They needed to find a translation bureau that could localise the content for them, while retaining the quality of the original.

Texta contacted Lotuly on the strength of some good recommendations.

The challenges

Most of the translations were from Dutch to Danish and the content needed to be localised. This meant that choosing the right translation experts was vital. As the content was for SEO, specific keywords had to be integrated into the articles, too. The project had tight deadlines, which ran from one day to the next.

The solution

Lotuly was able to quickly identify and secure the specialist translators needed for the project and ensure they would be available for its duration. Localisation experts were also brought in to make sure the very best result was delivered.

The result

Lotuly took the original content and localised it to an exceptional standard.

Texta's team was impressed by the friendly, personal service they received throughout their project – and by the quality of the translations they received.

The flexibility and speed of Lotuly’s service enabled them to move fast on an urgent project, which was of significant benefit to them and their client.



CASE STUDY 05: OLN Holding

Facilitating mining projects in Sub-Saharan Africa by translating highly technical contracts

About OLN Holding

OLN Holding develops mining projects in Sub Saharan Africa. The company raises capital for the projects and runs exploration campaigns until the site reaches production phase.

The problem

The company had a highly technical draft contract they needed translated quickly and accurately from English to French.

OLN Holding decided to use Lotuly after reading Mariona's bio and being impressed by her knowledge.

The challenges

This project was particularly complex and technical as it involved the translation of a legal document and included terminology specific to the mining industry. A business partnership was also at stake, so it was vital to get it right.

The solution

Lotuly understood that the company needed a highly specialised translator, with a background in mining and the expertise to translate important legal documents. Someone who could understand the technical jargon and dive straight in.

And they had the perfect person in their network.

The result

Lotuly was able to deliver a high quality translation in a short time and before the previously agreed deadline.

This meant that OLN Holding could communicate their intentions to the other partners promptly and achieve a successful deal.



CASE STUDY 06: NextLink Solutions

Helping NextLink’s European offices work effectively together by translating official documents quickly

About NextLink Solutions

NextLink is a consultancy firm specialising in IT solutions, such as Systems, Applications and Products (SAP).

It’s a Swiss company with offices in Spain and the UK.

The problem

NextLink’s operating language is English but, in its non-English-speaking locations, staff also work on documents that are written in local languages.

When the company’s CEO has to sign official documents, he needs to have them in English so he can read and understand them.

NextLink has in-house staff who can translate French into English, but for any other language they needed to hire outside translators.

This had caused problems for the company in the past. The translators they hired had let them down because they couldn’t complete the work in the required time.

The challenges

The work comprised a series of very tight deadlines from one day to the next – and sometimes in a matter of hours.

Most of the translations were of a legal nature and needed to be certified. And most of the work involved the translation of German into Spanish. The translations were needed for extremely important contracts that would facilitate new partnerships – so accuracy was key.

The solution

Lotuly was able to source translators in its network with the background in legal contracts, the necessary accreditations to certify the translations and the availability to work quickly and at short notice.

The result

Lotuly delivered precise, high-quality translations efficiently and within the specified turnaround time.

NextLink were impressed by Lotuly's quick response, genuine manner and proactive approach.