

Textbroker Content Map Q2/2015



Las Vegas, NV–July 22, 2015–Which country orders which type of content? The Textbroker Content Map for the second quarter of 2015 outlines the preferred type of content for all 10 Textbroker nations.

With summer holiday and vacation time upon us, it's no surprise that **travel guides** and **location descriptions** have been in demand at Textbroker.

In the **Netherlands**, **travel articles** were most frequently ordered. And the need for content about **travel** also increased in the **US**.

Overall, clients in the **ten Textbroker countries** (DE, US, UK, PL, NL, FR, ES, IT, PT, BR) ordered **blogs** the most – in fact, 6 out of the 10 favored this type. Clients also frequently required **product descriptions** and **website content**.

A majority of Textbroker orders were about **products** and **jobs**. In **France**, **fashion** was a popular topic, just like in the first quarter. In addition to travel, **American clients** ordered content about **news and the Internet**.

High-Quality Content More Popular than in Quarter One

The second quarter of this year has shown that the trend of ordering **longer, high-quality content** has **continued in all 10 Textbroker countries**.

On average, the **length** of orders was just over **400 words**. In **Poland**, it was significantly more because clients asked for content that covered more **in-depth, specialized topics**.

The desired **quality level** of content varied only slightly, with **8 out of 10 platforms** most commonly ordering at **4 stars**. The exceptions were **Spain**, ordering most often at 3 stars, and **Brazil**, at 2 stars. But in both of these markets, 4-star orders were only slightly behind in second place.

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