Optimational.

White-Label Multilingual Services

Manual for Partners

Who Are We?

At **Optimational**, we're committed to going the **extra mile**, ensuring every project receives a +1 in effort and quality. Managed by translation specialists, we **empower businesses in their expansion journey**, fully accommodating their unique needs.
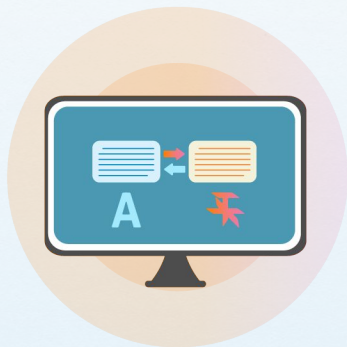
Our Languages

- Arabic
- Bulgarian
- Czech
- Danish
- Dutch
- English
- Estonian
- Finnish
- French
- German
- Greek
- Hungarian
- Italian
- Latvian
- Lithuanian
- Norwegian
- Portuguese
- Polish
- Romanian
- Russian
- Serbian
- Spanish
- Swedish
- Turkish

Ask us about support for other languages.

Our White-Label Partnership Programmes

For LSPs

For Marketing Agencies

For Tech Agencies

You Decide How We Work!

Client Calls
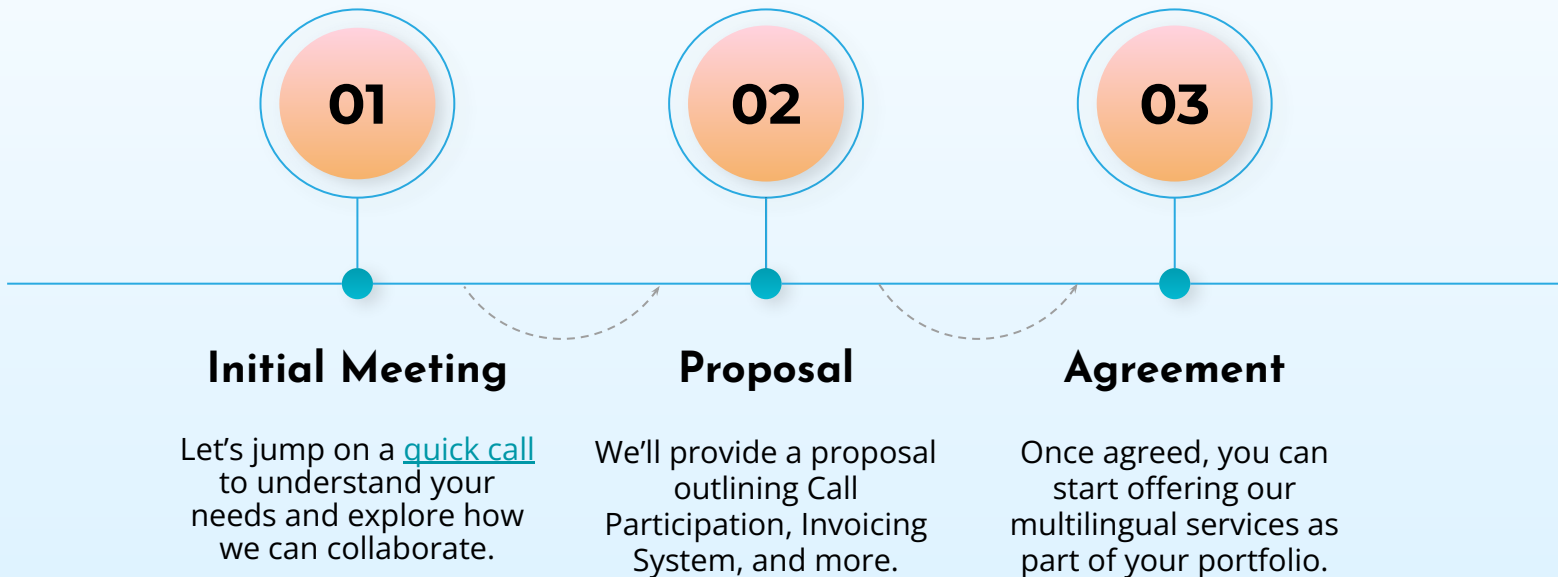
We're happy to join! Yet, our involvement is flexible.

Invoicing

Direct to your client or to you—
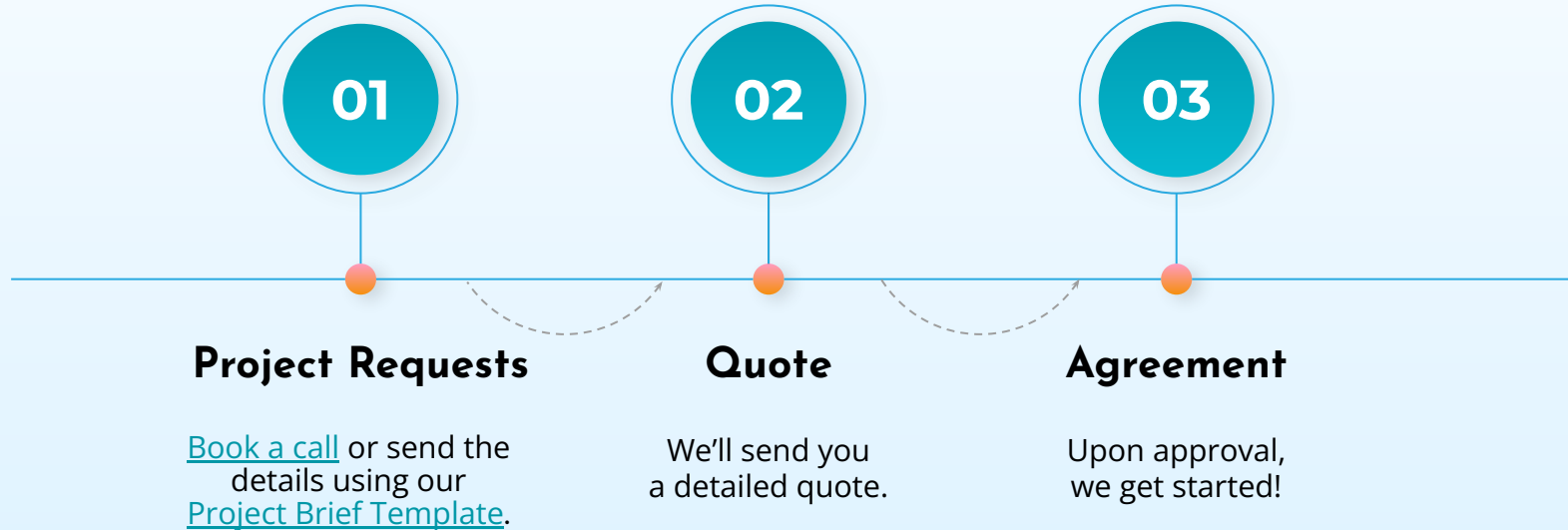Your choice!

Customisation

Tailored services to match your brand and client needs!

How to **Get Started**

01

02

03

Initial Meeting

Let's jump on a quick call to understand your needs and explore how we can collaborate.

Proposal

We'll provide a proposal outlining Call Participation, Invoicing System, and more.

Agreement

Once agreed, you can start offering our multilingual services as part of your portfolio.

How to **Request a Quote**

01

02

03

Project Requests

Book a call or send the details using our Project Brief Template.

Quote

We'll send you a detailed quote.

Agreement

Upon approval, we get started!

Some of Our Partners

Smartcat

LEaF TRANSLATIONS

Akorbi
PEOPLE ● TECHNOLOGY ● LANGUAGE

Task ● Force

bitext

Link Translation

MEDIATRANSLATIONS

i!
RESPONSIVE
translation services

RWS Moravia

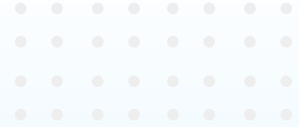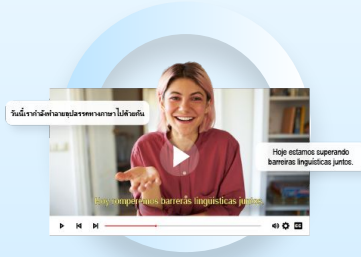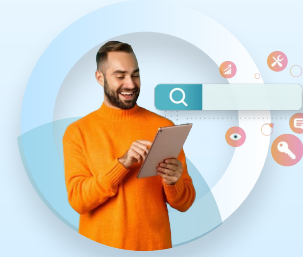Rndsoft

Conversis

signne®
CREATIVE HOUSE

Our Services

Translation & Localisation

Captioning & Subtitling

Audio/Video Transcription

SEO Translation

Multilingual DTP

Translation & Localisation

Enable clients to effectively expand and communicate across markets with culturally resonant content crafted by native linguists.

Translation and Localisation

Simple Translation	Standard Translation
Workflow: 1-linguist (AI → Post-Editing)	**Workflow:** 2-linguists (Translation → Editing)
Turnaround: ~3,000 words/day/linguist	**Turnaround**: ~2,000 words/day/linguist
Pricing:* €0.04 - €0.15/word*	**Pricing:*** €0.08 - €0.22/word*
Ideal for: Social media posts, blog, user-generated content, FAQs, newsletters, internal memos, product descriptions, etc.	**Ideal for:** Website content, legal documents, press releases, corporate reports, training material, product packaging, etc.

*Depends on language, content technicity, volumes.

Translation and Localisation

Formats Supported	**Microsoft Office:** DOCX, XLSX, PPTX **Open Office:** ODT, ODP **Text:** TXT, RTF **Hypertext & Source Code:** HTML, PHP, JSON **Bilingual Formats:** XLIFF, MXLIFF, SDLXLIFF, PO, TTX
Integrations / API	**Website:** WordPress, Contentful, Drupal, Wix, Webflow **eCommerce:** Salsify, WooCommerce, Drupal, Ghost **Software:** Jira, GitHub, Salsify, Akeneo **Other:** Zendesk, Tumblr, Weebly, Figma, Google Docs

Captioning & Subtitling

วันนี้เรากำลังทำลายอุปสรรคทางภาษาไปด้วยกัน

Hoje estamos superando barreiras linguísticas juntos.

Hoy romperemos barreras lingüísticas juntos.

Enhance clients' video reach with tailored captioning and subtitling services, using automatic and standard options to achieve their goals.

Captioning and Subtitling

All subtitles include free captions[1]!

Automatic Subtitling	Standard Subtitling
Workflow: 1-linguist (AI + Post-Editing)	**Workflow:** 2-linguists (Subtitling → Editing)
Turnaround: ~60 minutes/day/linguist	**Turnaround:** ~30 minutes/day/linguist
Pricing: €3.5 - €9/minute*	**Pricing:** €7.5 - €20/minute*
Ideal for: Social media videos, internal trainings, live streams, customer testimonials, product reviews/demos, etc.	**Ideal for:** Corporate presentations, webinars, documentaries, educational content, TV shows/films, etc.

*Depends on language, video quality, speaker count, accessibility, volume
[1] **Captions**: Same language as the video; **Subtitles**: Different language than the video.

Help your clients achieve accessibility and compliance with precise transcription services for audio, video, and visual content.

Audio and Video Transcription

Automatic Transcription	Standard Transcription
Workflow: 1-linguist (AI + Post-Editing)	**Workflow:** 2-linguists (Transcription → Editing)
Turnaround: ~80 minutes/day/linguist	**Turnaround:** ~45 minutes/day/linguist
Pricing: €1.5 - €6/minute*	**Pricing:** €3.5 - €12/minute*
Ideal for: Training material, webinars, podcasts, panel discussions, etc.	**Ideal for:** Legal depositions, market research interviews, political speeches, etc.

*Depends on language, video quality, speaker count, accessibility, volume.

SEO Translation

Boost clients' online visibility by optimizing localized content with high-impact keywords for better search engine rankings.

SEO Translation

Multilingual Keyword Research	Identification and **analysis of high-impact keywords** across languages, starting from a source keyword base.
SEO Translation	With a focus on optimising search engine rankings, **translation of content incorporating researched keywords.**
Copywriting	**Creation of culturally relevant content** to engage new target audiences effectively.
PPC Translation	**Translation and localisation of paid-per-click ads,** incorporating targeted keywords and best practices.

Multilingual DTP

Provide polished, ready-to-publish content through multilingual desktop publishing (DTP) services, ensuring brand consistency and quality.

Multilingual Desktop Publishing (DTP)

Simple DTP	Advanced DTP / Remediation
Format: Word, Excel, PowerPoint, Google Suite	**Format:** Adobe In Design, Illustrator, Photoshop, PDF, Images
Turnaround: ~20 pages/day/specialist	**Turnaround**: ~10 pages/day/specialist
Pricing: €2 - €4/page *Depends on language, volumes.	**Pricing:** €5 - €20/page

How We Ensure Quality

Translation Glossary
Ensures consistent terminology across all projects.

Translation Style Guide
Maintains each subclient's brand voice and tone.

Translation Memory
Leverages past translations for accuracy and consistency.

QA Tool
AI-powered tools check spelling, grammar, and terminology alignment.

Benefits You Can Expect

✓ Diversify your portfolio

✓ Create new revenue streams

✓ Compete with larger businesses

✓ Engage and retain customers

✓ Focus on growth

✓ Take on larger projects

Let's Grow Together!

Optimational.

optimational.com/book-a-meeting/

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