



Sixt Relies on Crowd Guru for Content Creation

Crowd Guru Provides Content for a Variety of Mobility-Related Topics

"At Sixt, we need high-quality content to support our SEO. We chose Crowd Guru because working with them is extremely easy and absolutely effective."

Jens Schwan, Managing Editor, Sixt

Our Client

[Sixt](#) is an internationally leading mobility service provider in its two areas of operation, car rental and leasing, with a global presence in over 100 countries. Sixt is the largest car rental company in Germany and a leading provider of full service leasing and fleet management services, operating independently of manufacturers and banks.

The Job

[Crowd Guru](#) supports Sixt with the creation of SEO content for the Sixt website. Sixt needs SEO content on various topics related to the main topic of mobility. The content needs to be interesting to read and unique at the same time, since the goal is to provide added value both for Sixt customers and for search engines such as Google. Sixt doesn't just want to sell a service but also aims to provide its customers with engaging content.

The Challenge for Crowd Guru

For input data, Sixt provides the topic and the keywords for the SEO content. The special challenge in this case is to conduct extensive research on the topics and to write about them in a factually correct and engaging manner. This content is delivered on a weekly basis.



The Challenge

A consistent delivery of high-quality content on the topic of mobility.

The Solution

Crowd Guru composed a comprehensive but easy to understand briefing for the Sixt job, allowing the Crowd Gurus to see at a glance which criteria they need to fulfill. This allows us to consistently meet high quality demands.

The Specific Requirements

Besides standard requirements such as unique content, search-engine optimised writing (SEO), and double quality assurance ('dual-control principle'), the content requirements are significantly higher than for standard SEO copywriting. Using just a few words, the added value for the reader has to be very high. A simple description of the vehicle isn't enough - Sixt customers are much more interested in trip suggestions and information on how to book a car from Sixt without a credit card...

The Solution

In coordination with Sixt, the Crowd Guru project managers developed an extensive briefing for the Crowd Gurus. Our online management system is



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programmed to reject submissions with formatting errors (too few words, wrong formatting). That way, our quality managers can focus entirely on the content of the SEO texts, with the resulting benefit that Sixt receives the desired SEO content with a very short turnaround time.

The Benefits at a Glance

Sixt saves time, money, and internal resources. Due to the extensive quality assurance, Sixt can quickly publish the SEO content online - without a long and painstaking review process.

The Result

Each week, Sixt receives the SEO content in the desired format that can be published online right away. The high-quality, search engine-optimised writing quickly shows results in the form of more visits, bookings, and higher customer satisfaction. Customers no longer need to search for the information they're looking for on other websites.

Need a solution?
[Contact us!](#)

About Crowd Guru

Crowd Guru is one of the leading crowd-sourcing service providers in Germany. The company's core business is to take large client projects and split them up into micro-jobs, which are fulfilled by micro-jobbers (Gurus). The company uses its own web-based technology for this, listing individual tasks on a platform, processing and reassembling them. Services offered by Crowd Guru include text creation, research, and data processing. Most clients are companies that regularly have to deal with large volumes of data that cannot be processed by computers. Crowd Guru was founded in 2008 and is based in Berlin, headed by Hans Speidel as CEO. More information on www.crowdguru.de