

SERVING NORDIC IN A CLICK

When the Copenhagen restaurant Noma was recognized as "The Best Restaurant in the World" by Restaurant Magazine in 2010, it set off a wave of Michelin awards for other Nordic restaurants such as Kadeau, Restaurant Geranium, and Den Røde Cottage, to name a few.

With this also came a sudden interest for Nordic cuisine and an opportunity to cater to gastronomes everywhere: in June 2014, well-known Danish food blogger and national champion of home cooking Julie Karla launched a big recipe portal with Nordic food recipes targeting the American market. Collaborating with her husband and project manager Mikkel Jersin, Julie Karla unveiled the website www.karlasnordickitchen.com, which features easy-to-make healthy food based on organic recipes.

"Unfortunately, none of us are experts when it comes to websites, programming or getting traffic for a website," says Mikkel. "In fact we hardly knew anything about it when we started the project. Our one and only starting point was a bunch of Nordic recipes that Julie developed in our kitchen and her local food blog."

Mikkel and Julie Karla candidly take us behind the scenes of www.karlasnordickitchen.com, which receives an impressive 1000 impressions daily, and how a team of freelancers from the world's largest outsourcing marketplace Freelancer.com made their dreams come true.



Large undertakings are usually rife with challenges. What challenges did you encounter for www.karlasnordickitchen.com?

Getting these recipes translated from Danish to American standard with another measuring scale seemed an impossible task, since it would need a translator with a huge knowledge of cooking, translation and data entry. American and Danish measuring systems are very different, and not something you can easily transfer without doing advanced calculations on amounts of ingredients.

To our great surprise, it took less than 24 hours to find a Canadian chef with exactly this skill set, and she started the job the same day. The recipes became even better than the original. She added lots of personal tips for each recipe, and also had knowledge of substitute ingredients for the Nordic ones that don't exist in the US.

Visually, we wanted a lot of small illustrations and vignettes (stencil drawings mixed with watercolors) in the site to make it more personal; they had to be Nordic and childish. We didn't get a bid from anyone who did exactly that style, but we found a promising Nigerian artist and contacted her directly about the job. She did more than 50 drawings and we ordered a new set for our e-book.

To find the right keywords we hired a Romanian SEO analyst and to write articles for the site, we hired an American ghostwriter living in Pakistan. We engaged with a team of Indian SEO specialists to boost site traffic. This is something we would never be able to afford with a shoestring budget in Denmark.

How much was your budget?

The budget was US\$800. Most services were going to be purchased through Freelancer.com and had to do with the actual building of the platform, SEO and graphical elements. A site like this would cost 5-10 times as much in Denmark or possibly a lot more. The price for such things here is so enormously expensive that we didn't even try to do it in Denmark. The translation of the recipes alone would break the budget.

You successfully found your team on Freelancer.com. But before that, did you have apprehensions using an online platform?

We were actually quite nervous about hiring someone whom we didn't know online to do a job for us. Would they even do the job at all or just take our money and run? Would they destroy any of the preparations we did in advance? What if we were not happy about the results? We really had our doubts, but the milestone payment system made us dive in. Chunking up the project in pieces was so much more comfortable, since we could always withhold payment, if we were not happy. However, it turned out to be much easier than what we had expected, especially since we could always log on and chat with the people we hired and get instant response and progress report.

How has Freelancer.com altered your perception in the way work gets done?

We're from Denmark and quite used to an old "face to face" way of working on projects. Freelancer.com literally changed the way we are going to work on professional projects in the future. The real strength of Freelancer.com is the fact that you can find the right person to help you with your project no matter what it is, using the power and size of the freelancer network. We could not have found our team in Denmark using the traditional method or possibly anywhere else other than on Freelancer.com.

How would you describe your Freelancer.com experience?

The process works like a breeze and it's even quite fun when posting a project. All the bids coming in rapidly from all over the world, choosing the team and getting to know them while working with them. To us, it's really amazing that this is actually possible. We have dreamed about doing this project for years, but we couldn't find the right people to help us within our budget and with the right qualifications. Had we known how easy it was, we would have done it years ago. For anyone planning to set up a business, we strongly recommend they dive in and get started straight away.

THE TEAM



BARBE
TRANSLATOR
CANADA
US\$146



MONWUBAHELEN
ILLUSTRATOR
NIGERIA
US\$85



ALLEXANMIC
KEYWORD ANALYST
ROMANIA
US\$55



ALLIN121
SEO SPECIALIST
INDIA
US\$ 297



HARMONYINFOTECH
WEB DEVELOPER
INDIA
US\$110



ARTICLEKING1
GHOSTWRITER
PAKISTAN
US\$55



WHERE THE WORLD GETS WORK DONE