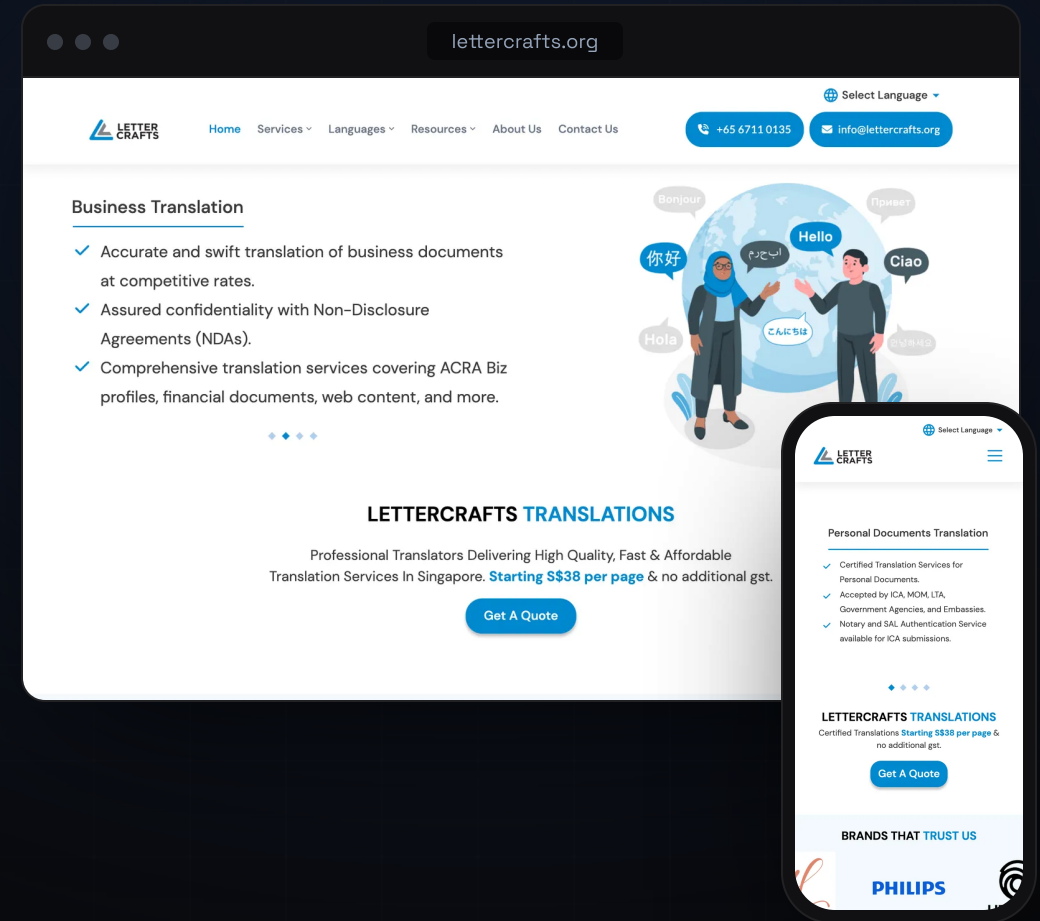


LetterCrafts · Certified translation

Certified translation, without the runaround.

A document translation platform for Singapore's certified translation market, covering 80+ languages. Customers upload a document, see clear pricing from S\$38 a page and get translations accepted by ICA, MOM, LTA and embassies.



The challenge

THE CLIENT

LetterCrafts provides human-verified legal, medical, business and personal document translation in Singapore, with notary and SAL authentication services.

SECTOR

Professional services

MARKET

Singapore

LANGUAGES

80+

Getting a quote was a chore

Customers emailed scans back and forth just to learn the price, and many gave up before replying.

Machine translation looked the same online

The site did not explain why certified human translation mattered for ICA or court submissions.

Confidential documents over email

Passports, medical records and contracts were sent as unprotected attachments.

Invisible in search

Competitors outranked LetterCrafts for the exact services people were searching for.

A trust-first platform that turns visitors into orders



Upload and quote

Secure document upload with transparent per-page pricing, so customers know the cost before they commit.



Certification made clear

Dedicated pages for ICA, MOM, LTA and embassy submissions, with notary and SAL options explained.



Confidential file handling

Encrypted storage and NDA-backed workflows for legal, medical and business documents.



Language and service SEO

Structured pages for every language and document type, built to rank for high-intent searches.

HOW IT WORKS

From upload to certified translation

A simple path for customers, a clear queue for translators.

01

Upload

Customer submits documents securely from any device.

02

Quote

Transparent per-page pricing, with urgent options available.

03

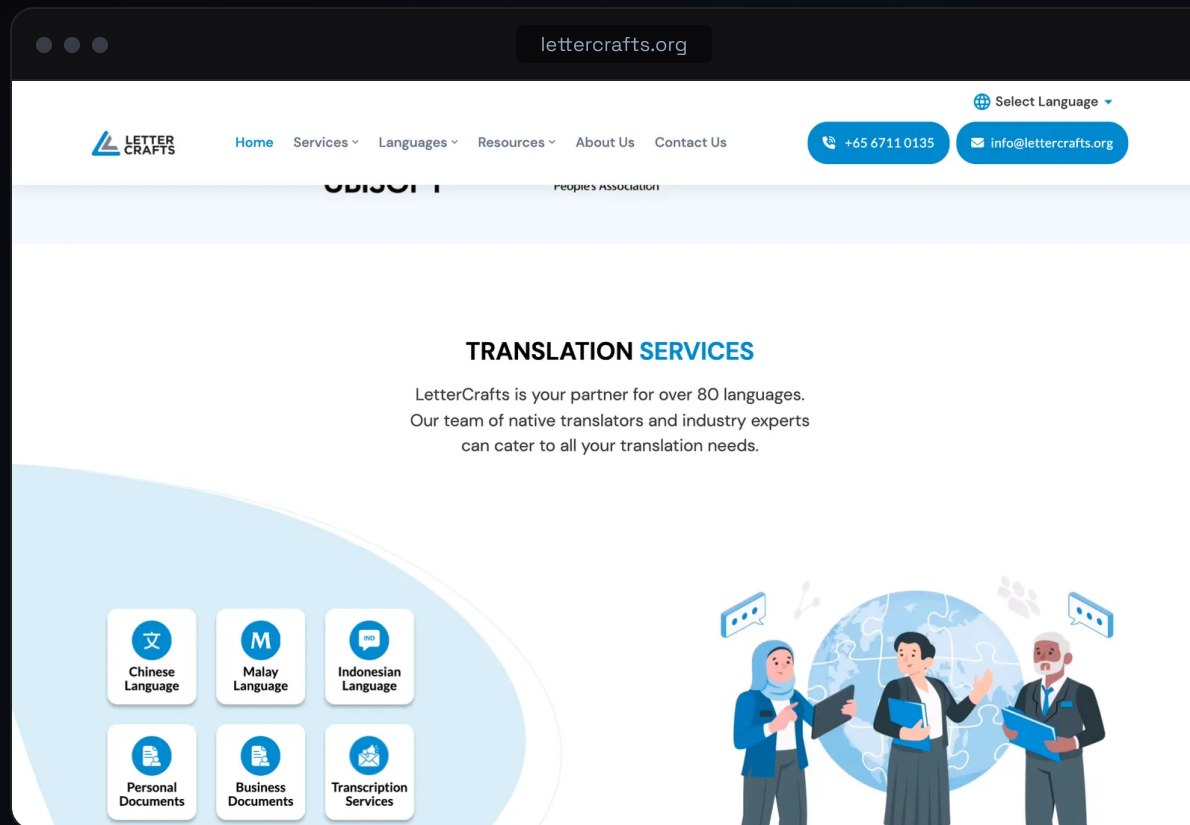
Translate and verify

Human translators work under NDA and a reviewer checks every page.

04

Certify and deliver

Certified copy delivered, with notarisation if required.



STACK

WORDPRESS

CUSTOM QUOTE ENGINE

SECURE FILE STORAGE

MULTI-LANGUAGE CMS

SCHEMA MARKUP

LIVE CHAT

What changed after launch

QUOTE FRICTION

-70%

fewer steps from landing to quote request

ORGANIC TRAFFIC

+180%

growth in search visits within a year

LANGUAGES

80+

languages covered with dedicated service pages

CONVERSION

2.2X

more quote requests per visitor

Figures reflect analytics comparing the year before and after launch.

BEFORE

Quotes took days of email, the certified-versus-machine difference was invisible and sensitive files travelled unprotected.

AFTER

Customers upload once, see the price, understand the certification and trust LetterCrafts with confidential documents.

IN THEIR WORDS

“SajalTech gave us the digital platform our service always deserved. Clients can now find us, understand our value immediately, and submit their documents effortlessly. It's the best business decision we've made.”

CEO, LETTER CRAFTS

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DELIVERED IN THIS ENGAGEMENT

- ✓ Translation service platform
- ✓ Secure upload and quote flow
- ✓ SEO content framework

lettercrafts.org ↗