

Website Copy



<p>Base Website Project (includes 4 pages)</p>	<p>\$2500</p>
<p>Website package (includes 6 pages) We'll start from scratch. I'll meticulously choose every word to draw your audience closer to your brand and product.</p>	<p>\$3200</p>
<p>Website projects include a thorough interview and research process to accurately capture your brand's voice and your mission.</p> <p>Website package (includes 8 pages)</p>	<p>\$4800</p>
<p>Website Audit I'll go through your entire website and create a thoughtful audit of what's working and what's not.</p> <p>You'll get a site map of the new organization and structure I see best fit for the user experience of your customer.</p> <p>Free of charge I also include suggested SEO keywords to optimize your webpages</p>	<p>\$750 flat fee + free SEO keyword suggestions</p>
<p>Competitor Research and Industry Insights When you hire me for website copy or a website audit, I include (free of charge) a compiled document of competitor insights and consumer trends – so you can make more informed decisions about your business.</p>	<p>FREE</p>
<p>Product Descriptions If you have an ecommerce site and you want to jazz up your product descriptions, I'll help you write compelling copy that moves consumers towards purchase.</p>	<p>\$30 Each</p>
<p>Two Rounds of Edits Once I send you the final draft of your web copy you get two rounds of free edits to make sure it's up to your standards. (I always send a complete draft that's near perfect – that way we can work on the nitpicky things).</p>	<p>FREE</p>
<p>Additional Edits</p>	<p>\$50/round</p>



Emails

3 Email Sequence	\$400
6 Email Sequence	\$750
8 Email Sequence	\$900

Branding

<p>Voice and Style Guide</p> <p>What's the overall tone and voice of your brand? If you can't answer that chances are your web copy, social media and other marketing platforms are inconsistent and out of sync. I'll help you finalize all the nuts and bolts of your brand voice in one complete packet.</p>	\$500 flat fee
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Storytelling

<p>Story/Article</p> <p>With a background in journalism and creative nonfiction, telling stories is why I became a writer. I'll help you share your story in a way that's authentic, compelling and memorable.</p>	\$.75/word
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Want me on retainer?

<p>Hourly fee</p> <p>Whether you're an agency looking for a star-player, or a company wanting consistent monthly work (such as internal branding assets, blogs, social media content, or regular emails) I'm your gal.</p>	\$75/hour
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