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Services Rate Card

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Considerations

The costs below aren't exact prices, but rather price range guides which depend on various other factors such as:

- The size of the project (there may be cost efficiencies involved with larger projects)
- The degree of background research required
- The quantity and quality of background information supplied
- The number and length of meetings required
- The expected number of revisions required
- Time provided for project delivery

Once I have been communicated the scope and understand the required deliverables of a project I'll provide an estimate for any work required.

Listed rates are guidelines only. All prices listed in AUD.

An additional 25% will be added to all stated costs for work required in less than 96 hours.



Half and Full Day Rates

Half-day Rate: \$690 AUD (4 hours)

- My brain—and full attention—aimed squarely at your content challenges for half a day.
- Please pre-plan a schedule of expected tasks and provide to me *at least 1 week before* scheduled half-day to ensure any questions can be answered before work commences and to make maximum use of the time.

Full-day Rate: \$965 AUD (8 hours)

- My brain—and full attention—aimed squarely at your content challenges for a full day.
- Please pre-plan a schedule of expected tasks and provide to me *at least 1 week before* scheduled full-day to ensure any questions can be answered before work commences and to make maximum use of the time.



Article Copywriting

400 word Online Article - Starting from \$350 AUD *

- Researching and writing a basic online article based on a simple brief
- Includes page titles and meta descriptions
- 1 headline suggestion
- 2 suggestions for accompanying imagery
- 2 social media snippets
- Includes 2 rounds of revision and proofreading

800 word Online Article - Starting from \$525 AUD *

- Researching and writing an article of greater complexity based on a detailed brief
- Includes page titles and meta descriptions
- Inner-article links to high-authority sites
- 3 headline suggestions
- 4 suggestions for accompanying imagery/video
- 4 social media snippets
- Includes 2 rounds of revision and proofreading

1200+ word Online Article - Starting from \$750 AUD *

- Researching and writing an in-depth, long form article based on a more complex brief
- Includes page titles and meta descriptions
- Inner-article links to high-authority sites
- 3 headline suggestions
- 5 suggestions for accompanying imagery/video
- 5 social media snippets
- Includes 2 rounds of revision and proofreading

**starting price only— final price of deliverables depends on complexity of briefed requirements*



Website Copywriting

Website Content Audit - Starting from \$850 AUD (up to 10 pages) *

- Page Titles, Meta Title, Keywords
- Headlines, Content formats & structure
- Content Inventory
- Site User Experience (UX)
- Site Information Architecture (IA)
- Metrics (if available)

About Page Package - \$1,220.00 AUD (Single page up to 600 words) *

- Comprehensive briefing form
- 30-min briefing session
- Up to 600 words of new written content for your about page
- Includes SEO-friendly page titles, meta descriptions, internal links, and body copy
- Includes 2 rounds of revision and proofreading

Web Page Copy - Starting from \$450 AUD per page (up to 400 words pp) *

- Comprehensive briefing form
- 30-min briefing session
- Up to 400 words of new written content per page
- Includes SEO-friendly page titles, meta descriptions, internal links, and body copy
- Includes 2 rounds of revision and proofreading

Website Package - Starting from \$1,467 AUD for 5 pages (up to 400 words pp) *

- Comprehensive briefing form
- 30-min briefing session
- Up to 400 words of new written content per page
- Includes SEO-friendly page titles, meta descriptions, internal links, and body copy
- Includes 2 rounds of revision and proofreading

**starting price only— final price of deliverables depends on complexity of briefed requirements*



Sales Landing Pages

Sales Landing Page - Starting from \$1450 AUD (up to 1500 words) *

- Comprehensive briefing form
- 30-min briefing session
- Written content for a lead-generation page of up to 1500 words
- Includes SEO-friendly page titles, meta descriptions, internal links, and body copy
- Includes engaging headlines, persuasive copy, and strong CTAs for your offer
- Includes 2 rounds of revision and proofreading

**starting price only— final price of deliverables depends on complexity of briefed requirements*

Emails and Email Sequences

Single Email Newsletter - Starting from \$425 AUD (Up to 250 words per email) *

- Written content for an email newsletter based on brief by client
- Content style and tone matched to your existing content
- 3 subject line suggestions
- Includes 2 rounds of revision and proofreading

Single Nurture Email - Starting from \$500 AUD (Up to 200 words per email) *

- Written content for a customer nurture email based on detailed brief by client
- Content style and tone matched to your existing content
- 3 subject line suggestions.
- Includes 2 rounds of revision and proofreading

Nurture/Sales Sequence - Starting from \$350 AUD (Up to 150 words per email) *

- Written content for a nurture/sales email sequence based on detailed brief by client
- Content style and tone matched to your existing content
- 3 subject line suggestions (per email)
- Includes 2 rounds of revision and proofreading

**starting price only— final price of deliverables depends on complexity of briefed requirements*



Proofreading and Editing

Document Proofreading - \$65 AUD per hour. Up to 1000 words

- Ensuring copy is free of spelling and grammar mistakes
- Changes tracked against existing documents

Copy Editing - \$120 AUD per hour. Up to 1000 words

- Ensuring copy is free of spelling and grammar mistakes
- Ensuring tense and tone is consistent throughout your piece
- Ensuring content is concise and effective
- Changes tracked against existing documents

Video and Audio Scripts

15-30 Second Audio/Video Script - Starting from \$380 AUD *

- Creating a 15-30-second audio script for your brand
- Notes on voice, intonation, pacing, and scenes
- Recommendations for animation and imagery (if video)
- Includes 2 rounds of revision and proofreading

60-90 Second Audio/Video Script - Starting from \$685 AUD *

- Creating a 60-90-second video script for your brand
- Notes on voice, intonation, pacing, and scenes
- Recommendations for animation and imagery (if video)
- Includes 2 rounds of revision and proofreading

**starting price only— final price of deliverables depends on complexity of briefed requirements*

