

## Rough Guide to Copywriting Fees

Each copywriting project is unique. Therefore, each project has an individual worth. However, I understand that people like to have an idea of my fees before discussing a project in detail.

Below is a budget guide for writing SEO-friendly web content, promotional material and editorials. The final project amount may differ to what is listed below (these ranges are not set in stone). Once I have a clear understanding of your copywriting requirements and my work load, I can draw up a customized quotation for you.

### Website Content

Websites	Quantity	Fee guide	
		From	To
Write original web content for information page	per page	\$225	\$450
Write original web content for sales/landing page	per page	\$340	\$675
Write original content for small website (5-7 pages)	per site	\$1,000	\$3,500
Evaluation of existing website (report)	per site	\$125	\$200

*Note: Prices do not include keyword research*

#### What's the difference between a landing page, sales page and information page?

An **information page** contains useful, relevant content such as directions, contact details, price lists, or product specifications. An information page doesn't sell something *directly*, but it does help to move the sales process forward in some way.

A **sales page** contains content that encourages the reader to carry out a specific action and ultimately to buy your product or service. The content has to be persuasive, credible and attention grabbing. Your home page is an example of a sales pages. Currently, the trend is for long home pages with different elements (USP, products, call to action, testimonials, etc.) that you scroll through.

A **landing page** has a form, the sole purpose of which is to capture a visitor's information. Marketing campaigns rely on an effective landing page to convert traffic (visitors) into leads and to increase their marketing ROI, so the page must be uncluttered and conversion-optimized.

Here's a great explanation of a landing page by [Hubspot](#):

*A good landing page will be targeted to a particular stream of traffic - say from an email campaign advertising a particular whitepaper - and, because it is targeted, and because it has an interesting offer behind a lead capture form, you will convert a higher percentage of your website visitors into leads with which you can follow up.*

#### How long is a web page?

The short answer is 'as long as you want', but the average word count of a web page is 300-450 words: long enough to answer the visitor's question but short enough to avoid repetition or confusion. However, quality is more important to search engines and human beings than quantity; both prefer web content that is unique, relevant, clear and keyword-rich.

Promotional Material & Editorials

Promotional Material	Quantity	Fee guide	
		From	To
Direct mail letter (3-5 pages)	per letter	\$400	\$1,250
Flyer (2 pages)	per flyer	\$400	\$875
E-letter to customers	per letter	\$300	\$625
Brochure (3 or 4 panel)	per brochure	\$1,000	\$1,875
Brochure (8 panel)	per brochure	\$1,600	\$3,750
White paper (7-10 pages)	per paper	\$2,500	\$5,000
Case studies	per case	\$500	\$1,500

Public/Customer Relations	Quantity	Fee guide	
		From	To
Newsletter/e-zine/blog	per article/editorial	\$300	\$850
Press release	per release	\$200	\$400

Visits/Discussions	Duration	Fee
Initial consultation with new client	Up to 45 mins	Complimentary
Face-to-face advisory sessions*	Up to 75 mins	\$75
Advisory sessions on the telephone/Skype	Up to 30 min	\$30

\*Travel time and expenses may also be charged, depending on the meeting's location.

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If you have any questions about the above prices, or would like to speak further about your writing project, please contact me on 360-525-8277 or at [helen@write-for-business.com](mailto:helen@write-for-business.com).

Thank you!



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