

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. So, here's budget guide for writing SEO-friendly content and copy. Tell me your copywriting requirements, and 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	\$300	\$500
Write original web content for sales/landing page	per page	\$400	\$800
Write original content for small website (5-7 pages)	per site	\$1,500	\$3,500
Evaluation of existing website (report)	per site	\$150	\$250

Note: Prices do not include keyword research

Promotional Material & Editorials

Promotional Material	Quantity	Fee guide	
		From	To
Direct mail letter (3-5 pages)	per letter	\$750	\$1,500
Flyer (2 pages)	per flyer	\$400	\$1,000
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
E-book	per book	\$1,250	\$4,000
White paper	per paper	\$3,000	\$6,000
Case studies	per case	\$1,250	\$2,000

Public/Customer Relations	Quantity	Fee guide	
		From	To
Newsletter/e-zine	per article/editorial	\$300	\$850
Blog post	per post	\$200	\$600
Press release	per release	\$200	\$400

Visits/Discussions	Duration	Fee
Initial consultation with new client	Up to 35 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.*

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.

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