

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 a budget guide for writing SEO-friendly content and copy. Tell me your copywriting requirements in detail, and I can draw up a customized quotation for you.

Website Content

Websites	Quantity	Fee guide	
		From	To
Short informational web page (300-500 words)	per page	\$300	\$500
Long sales web page (1000+ words)	per page	\$750	\$1,500+
Website landing page	per page	\$1,000	\$2,000
Evaluation of existing website content (report)	per site	\$150	\$350+

Note: Prices do not include keyword research

Promotional Material & Editorials

Promotional Material	Quantity	Fee guide	
		From	To
Direct mail letter (2-5 pages)	per letter	\$750	\$2,000
Flyer (2 pages)	per flyer	\$500	\$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	4 – 12+ pages	\$1,500	\$3,000+
White paper	4 – 12+ pages	\$2,500	\$6,000+
Case studies	1 – 2 pages	\$500	\$800
Case studies	3 – 5+ pages	\$1,000	\$2,500+

Public/Customer Relations	Quantity	Fee guide	
		From	To
Newsletter/e-zine	per newsletter	\$300	\$1000+
Blog post (500-750 words)*	per post	\$250	\$500
Blog post (750-1000 words)*	per post	\$400	\$800
Blog post (1000-2000 words)*	per post	\$500	\$1,000
Press release*	per release	\$250	\$1,000+

**Prices depend on topic complexity and the need to do interviews and research*

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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