

# 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	\$500	\$1,500+
Website landing page	per page	\$500	\$1,500
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	\$800	\$2,000
Flyer (2 pages)	per flyer	\$800	\$1,000
E-letter to customers	per letter	\$250	\$500
Brochure (3 or 4-panel)	per brochure	\$1,200	\$1,600
Brochure (8-panel)	per brochure	\$2,000	\$2,500
E-book	4 – 12+ pages	\$1,500	\$3,000+
White paper	4 – 12+ pages	\$2,500	\$6,000+
Case studies (incl. 1-2 customer interviews)	2 – 3 pages	\$1,000	\$1,200
Case studies (incl. customer interviews)	4 – 5+ pages	\$1,400	\$2,000+

Public/Customer Relations	Quantity	Fee guide	
		From	To
Newsletter/e-zine	per newsletter	\$300	\$1000+
Blog post (500-750 words)	per post	\$300	\$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	\$500+

*Note: Prices depend on topic complexity and the need to do interviews and desktop research and/or conduct a client discovery phase.*

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.*

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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 at [helen@write-for-business.com](mailto:helen@write-for-business.com).

Helen McCrone  
Freelance SEO Copywriter and Content Writer