



Web Site Content Copy Proposal Quote & Deliverables

Deliverables: Web copy, up to 450 words per page

Services/Costs Included:

Preparatory Work and Communication

- Kick-off call to establish project goals
- Review of up to 4,000 words of client-supplied background material
- Conferences as needed to assess project goals and progress
- Identification of copy angle and main topic points for each page
- Assessment of competitors' sites/marketing material, if necessary
- Copy research into product/service specifics, etc.
- Journalistic inquiry into style preferences and copy points
- Research for background information, statistics and facts, as necessary

Copywriting

- 100% custom copy
- SEO keywords and META tags per request
- All rights to copy retained by client

Project Management and Consulting

- Marketing consulting for Internet marketing campaigns, as needed
- Collaboration with client's website designer and SEO for turnkey process
- Usability suggestions for navigation and content organization, as needed

Edits and Proofreading

- Three rounds of proofreading services
- Review of completed material by two copywriters
- Two rounds of client-requested copy edits, as needed

Total Cost: First page, per site: \$250

Each additional page, per site: \$125

Notes: Quote also assumes minimal research (up to 4,000 words of client-supplied material) and two rounds of client-requested copy edits. Additional edits and/or research may need to be quoted separately.