

# Mary Ward *Writing*

## 2020 Schedule of Services & Fees

<b>Base Writing Rates: (i.e. blogs, articles, website content) Minimum \$30 order</b>		*1 revision included in writing orders if requested within 5 days. Additional revisions will incur additional fees. My goal is to work with you to understand your goals before writing so that revisions are not necessary at all, and this is usually the case with most clients and projects. If request is not made within 5 days after delivery of project, right to free revision is forfeited. After the 5-day grace period, revisions are available for a fee.
400-450 words	\$30	
600-650 words	\$42	
750-800 words	\$52	
Additional word count	\$8/200 words	
Revising/editing/keywording existing articles (previously written & provided by client)	\$12/450 words	(No included revisions)
Ebooks/reports/manuals	\$15/page	Based on 400-words/page, rounded to next highest 400-word increment
Copywriting Base Rate	\$21/300 words	
Product Descriptions Base Rate	\$6/100 words	
eMail (per message)	\$20	1 message up to 300 words. Longer messages quote longer rate
Newsletter	\$45	600-800 word base, recommend breaking into 2-3 short pieces/sections
<b>Social Media Management Services</b>		
Posts only:		*Rates per platform. Facebook plus Instagram posts, add \$1 per post.
3 posts/week	\$20	*Week-to-week service, requires 1-week notice prior to termination
5 posts/week	\$28	
7 posts/week	\$35	
Page/Profile/Account Setup	+\$20	
Full weekly management – contract service	\$50/week	*Includes 7 posts per week plus comment response/curation and private messaging response. Requires contract and 2 weeks' notice prior to termination.
<b>Post &amp; Topic Generation Packages</b>		
Social Media Post & Topic Lead-Generation Package	\$45	List of 30 ideas. Includes a minimum of 10 links to relevant and/or trending topics. This is a list of topics and links only, from which you/your staff can

		build posts for your social media accounts.
Headliner Blog/Article Topic Generator with Keyword Research	\$60	List of 25 Topics & headlines to serve as traffic-generating posts for your blog, website, newsletter, etc. Includes suggested keywords—master list of 15 unique keywords, 3 paired suggestions per topic/headline (paired keywords may be repeated). Topics and keywords only, no writing included (writing services available for additional fee).
Headliner Package WITHOUT Keyword Research	\$35	List of 25 topics & headlines from which you/your staff can develop articles and posts, no keyword research provided.
Targeted Keyword Research Package	\$35	List of 40 researched, hand-selected keyword phrases for use throughout your website, posts, blogs, social media, etc., from which you or your staff can build traffic-generating content. Report will include a combination of high-volume search terms as well as terms chosen for potential to convert visitors into buyers/clients (“buying” keywords). May also include lower-traffic keywords that are easier to rank for with search engines, and/or those that show high potential with buyers and advertisers to a more limited but selective (“converting”) audience. Writing not included, available for additional fee.
Hashtagger Search Term Research Package	\$25	Keyword/search term research more specifically geared toward people searching specifically for Social Media posts of interest via hashtag searches. List of 20 hashtags provided, selected specifically for your page, topic, and community. Hashtags will be a combination of high-volume, trending topics and lower-competition topics with a more focused audience. Use these hashtags as search and lead-generators and/or as topical inspiration. Writing and posting not included, available for additional fee.
<b>Basic Website Building &amp; Design Services</b>		
Foundation Website Consult & Planning Package	\$60	Includes foundational site planning and framework only. Client consultation via phone or email. List report detailing suggested list of pages and organization. Website writing, building, and design not included. Services available for additional fees. This package is intended to be the outline of your website from which you or your staff can build your website, or, should

		you so choose, for me to provide further services for you.
+ Add Keyword Research	\$10/page	Above-listed package add-on. You receive the website outline with a list of targeted keywords, 3-5 keywords per page. Rate dependent on number of website pages planned; i.e., 3-page website=\$30, 5-page site=\$50. Keyword and page outline only, writing and additional services available for additional fee.
5-Page Basic Website Content Writing Package	\$450	Website <b>writing only</b> package. Basic 5-page website, pages determined via client consult (suggested pages: Homepage, About, Product Services—2 pages, Contact). Includes keyword research & planning, client consultation, topic research, and webpage content writing. Based on average page length of 600 words/main page, 2-300 for secondary/form pages (i.e., Contact). Requests for longer pages will incur additional fees. Add-on services, complete design & building, and additional services available for additional fee.
+Add-A-Page	\$75/page	Additional website page writing including keyword research per page. Add-on to above Basic Website Writing package.
5-Page Basic Builder Website Design & Building Add-On	\$300	Basic website/builder platforms only (WordPress, Wix, basic site builders). Add-on to Basic Website Content 5-Page Writing Package. Client must provide ALL images and photos. Stock photos available as add-on service, see below. Includes 5 pages, additional pages extra. This package combined with the basic website writing package will deliver a live, turn-key 5-page website.
+Add-A-Page Basic Builder Add-On	\$60	Above website builder writing & design service, per additional page.
+Website Stock Photo Add-On	\$100	This service is intended for clients who do not have an adequate stockpile of images ready to provide for their website. For this fee I will hand-select appropriate photos to represent your website and use them when building your Basic Builder Website. Up to 15 photos included, selected with appropriate licensing from reputable stock photo sites.
<b>PLEASE READ:</b> Important website and domain-name costs information—	**All website hosting costs, domain name purchase fees, security certificates and fees are additional fees charged by web	hosting package selection, etc., but the client must enter and maintain their billing method with the appropriate providers

	<p>hosting services and are the responsibility of the client. These fees must be paid via an account set up by the client with the agreed-upon web host and/or service, with access then provided to Mary Ward Writing to begin website content writing and building. These fees are not included in the packages and add-on options listed above. For a small additional fee, I am often able to help you with such tasks as domain-name selection,</p>	<p>for these services. Understand that website hosting and domain name registration, as well as other necessary expenses to build and maintain a website, are separate fees managed through separate accounts directly with the provider. Billing and payment for these accounts must be maintained by the client in order for your website to stay “live” and functional.</p>
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Please contact for a project quote. Rates are estimates based on similar project types, but may vary depending on the needs of your project. A firm quote will be provided via contract for your approval before work commences. These estimates are provided for planning purposes and do not represent a contract for services, however, I am very happy to discuss rates and projects with you at any time.

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