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ContentClear Marketing's Schedule of Fees

Pam Foster, Sr. SEO-Web Content Provider and Content Strategy Consultant

When you hire a skilled, professional web content writer, SEO specialist and strategic consultant — **you're investing in web content that works.** Why? Because smart, competitive and optimized web content drives search engine traffic to your site, turns visitors into buyers, and prompts repeat purchases by your current customers.

Each project estimate is customized for you, based on these industry-standard fee ranges for high-quality, effective work:

Strategic Site-Wide Content Audit: Review and Report with Recommendations: \$2,500 *Includes:*

- Message evaluation via **The 5 C's of Content That Works:** Clear, Consistent, Customer-focused, Competitive and Conversion-optimized (written for clicks that lead to inquiries or sales)
- User-friendliness measured against my 31-Point Usability Checklist (industry best practices)
- SEO Reality Check: how well your site is optimized to attract search engines and traffic
- Sales Flow Reality Check: how well your content is written and presented to generate leads or sales orders
- Screen shots of your pages, with explanations of what's working and what could be improved
- Screen shots of your current Google rankings and what's displayed when you appear, with recommendations for improvement (includes a review of your competitors' rankings, positioning and site strengths against your site)

Sales Copy/SEO Content Planning and Writing for a Specific Page: \$500-\$800 per page

Clear, customer-focused sales copy is the #1 factor in whether or not visitors stay to learn more about your business or leave. We put a great deal of thought and planning into optimizing each page with strategic SEO keywords and messages that drive more traffic, boost click rates and increase leads or sales. Includes keyword research.

Sales Copy/SEO Rewrite for Product Description: \$250-\$500 per product

These are your money pages. We'll revise SEO and sales copy to improve search rankings and increase purchases.

Single, Promotion-Specific Landing Page: \$1,200-\$2,500+ depending on length and mission

Landing pages are the main conversion pages for specific promotions, products or audiences. These bring high revenue returns to a business; often higher than website pages when a campaign is built around the landing page.

E-newsletter Strategy and Setup: \$1,200

Together we develop a voice, style, topics, topics calendar and setup with myemma.com or other automated service.

Individual Email Promotion/Announcement, E-newsletter: \$250-\$500 per email; \$400+ per e-newsletter issue

This includes discussing topics, doing research and/or interviews, writing content, and formatting.

Web Content Style Guide: \$2,000

We'll prepare a custom guide for everyone who contributes content to your web pages, so all pages of your site are consistently optimized and written for ideal SEO and conversion results.

Case Study: \$1,200-\$1,800 depending on length

We create a powerful document showcasing the benefits of your products or services through a real-world success story that includes compelling before/after "snapshots," customer testimonials, statistics (if applicable) and more.

Please [contact me](#) for a custom estimate regarding the following services, since every situation is unique:

- **Internet Marketing Project Management**
- **Training/Speaking/Strategic Consulting**
- **Additional Online or Offline Marketing and Copywriting**