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ContentClear Marketing's Schedule of Fees

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

When you hire a skilled, professional web content writer, site optimization specialist and consultant — **you're investing in web copy that works.**

Why? Because smart, optimized web content drives search engine traffic to your site, turns visitors into buyers, and establishes lasting relationships with repeat customers.

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

Site-Wide Content Strategy 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)
- Sales flow reality check:: how well your content guides prospects through pages; leads to 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)
- Other insights and ideas to improve content performance

Simple SEO to Optimize a Page: \$200-\$500 per page

Revise current content with the top, most relevant keywords so it achieves better search engine rankings for a desired keyword or phrase

Sales Copy/SEO Rewrite for Home Page, Sub-Pages: \$500-\$1,000 per page

The Home Page and certain sub-pages can be the most important pages on the entire site — often because they content on these pages may be the #1 factor in whether or not visitors stay to learn more about your business or leave. There's a great deal of thought and planning into the best way to optimize these pages and drive more traffic, boost click rates and increase leads or sales.

Sales Copy/SEO Rewrite for Product Descriptions: \$50-\$100 per product

Revise product descriptions to improve rankings and purchase rates

Single Landing Page Content: \$500-\$1,500 depending on length

Landing pages are the main conversion page for specific promotions or audiences. These can bring a high ROI to a business; often higher than site pages if a campaign is built around the landing page.

Standard Keyword Research: \$100-\$200 per page

This ensures that your pages include the most relevant keywords for attracting your ideal customers.

Training/Speaking/Consulting: Please [contact me](#) for rates.

E-newsletter/Email Services:

Editorial strategy and setup: \$1,000

Developing a voice and style, topics, and setup with myemma.com or other automated service.

E-mail newsletter or standalone promotion/announcement): \$300-\$500 each