

Website Copy



Base Website Package (includes 4 pages)

We'll start from scratch. I'll meticulously choose every word to draw your audience closer to your brand and product. Website projects include a thorough interview and research process to accurately capture your brand's voice and your mission.

\$3200

6-Page Website Package

\$4000

8-Page Website Package

\$4800

Website Audit

I'll go through your entire website and create a thoughtful audit of what's working and what's not.

\$1000 flat fee + free SEO keyword suggestions

You'll get a site map of the new organization and structure I see best fit for the user experience of your customer.

Free of charge I also include suggested SEO keywords to optimize your webpages

Competitor Research and Industry Insights

When you hire me for website copy or a website audit, I include (free of charge) a compiled document of competitor insights and consumer trends – so you can make more informed decisions about your business.

FREE with website copy package or audit

Product Descriptions

If you have an ecommerce site and you want to jazz up your product descriptions, I'll help you write compelling copy that moves consumers toward purchase.

\$30 Each

Two Rounds of Edits

Once I send you the final draft of your web copy you get two rounds of free edits to make sure it's up to your standards.

FREE

Additional Edits (after first two rounds)

\$50/round

Emails



3 Email Sequence

\$500

6 Email Sequence

\$850

8 Email Sequence

\$1000

Branding

Voice and Style Guide

What's the overall tone and voice of your brand? If you can't answer that chances are your web copy, social media and other marketing platforms are inconsistent and out of sync. I'll help you finalize all the messaging of your brand voice in one complete package.

\$2000 flat fee

Storytelling

Story/Article

With a background in journalism and creative nonfiction, telling stories is why I became a writer. I'll help you share your story in a way that's authentic, compelling and memorable.

\$.75/word

Want me on retainer?

Hourly Fee

Whether you're an agency looking for a star-player, or a company wanting consistent monthly work (such as internal branding assets, blogs, social media content, or regular emails) I'm your gal.

\$75/hour