



D Cuthbert t/a
**WordTiffie Copywriting
 and Web Content**

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Rate Card - 2019

Writing Services - Core:

● Blog Posts, SEO Target Pages, & General Articles

Suitable for supplementary website content, advertorial copy, email newsletters and marketing

Word Count (minimum)	Cost	Minimum Order Quantity
300	R 750 (\$75)	8
500	R1250 (\$125)	4
1000	R2500 (\$250)	2

● Full Website Copy Deck - SME

All the written content required for a new small to medium business website (typically 4-7 pages), or a

Copy Deck	R7000 (\$700)	(Includes meta data, keyword research, and (Optional Add-Ons)
Basic Website Development (based on customisable, proven template)	R2500 (\$250)	
Social Media Page/Account Set Up or Overhaul (e.g. Company Facebook Page), per page/account	R750 (\$75)	

* Larger website content projects, or those with specific or unusual requirements, can be quoted for on request

Writing Services - General:

• Promotions and Advertisements (text)	Quoted as required/on request - as time and effort required can vary greatly due to several variables, e.g. availability, quality, and quantity of source material, amount of extra research required, etc.
• Text for Brochures, Pamphlets, Flyers, and Posters	
• Company Profiles, Case Studies, and White Papers	
• Proofreading, Editing, and Rewriting Existing Material	

Other Services:

• Content Strategy and Planning (including development of content calendars)	These services are generally performed as part of a larger content/copywriting project, and are then built in or added to that project cost/quote
• Keyword Research and Online Competitor Analysis	
• Blog/Social Media/Email Newsletter Management	
• Website Development/Setup	

I am based in Durban, South Africa, but service clients all over the country (and internationally) as required.

General Terms and Conditions:

- A 50% deposit is payable before any work will be started or scheduled
- Up to two sets of reasonable revisions are usually included - limited to the actual copy produced and supplied. Deviations from or additions to original briefs, changes/additions to factual details already confirmed, etc. may incur an additional charge
- The balance of payment will be invoiced for after the final round of revisions is completed, and the job signed off by the client representative (or 7 days after delivery if sign-off has not been received by then)
- All invoices are considered due and payable on presentation and must be paid as soon as is practically possible
- The copyright on all written and other material produced rests with me until the work is paid for in full, after which it is deemed to have automatically passed to the client