



Darrell Cuthbert
Freelance Copywriter

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Rates: 2023

Full Website Content Copy Decks

- All the core content required for a new website or refurbishment project.
- Includes assistance with site/page and content planning as required, relevant keyword research, online competitor analysis, and meta information (SEO-friendly page titles, descriptions, and URLs).

South Africa

Small Website

Typically, 5-7 pages, 1 500-2 500 words of copy (although this can vary depending on the business type and requirements)

R7,500 – R10,000

Medium Website

Typically, 8-15 pages, 3 500-4 000 words of copy (although this can vary depending on the business type and requirements)

R10,000-R20,000

Large Website

Typically, 16-25 pages, 7 500-8 500 words of copy (although this can vary depending on the business type and requirements)

R20,000-R30,000

International

Small Website

Typically, 5-7 pages, 1 500-2 500 words of copy (although this can vary depending on the business type and requirements)

\$550-650 (USD)

Medium Website

Typically, 8-15 pages, 3 500-4 000 words of copy (although this can vary depending on the business type and requirements)

\$650-1350

Large Website

Typically, 16-25 pages, 7 500-8 500 words of copy (although this can vary depending on the business type and requirements)

\$1350-1650

Please Note

This information and pricing are given as a rough guideline only. Website projects vary greatly and the website specifics, goals, project timeline, marketing- and website plans (or lack thereof), the availability and quality of source materials and other required information, and other factors will influence the actual cost.

Once I have a proper brief, or at least some relevant specifics (scope, goals, budget, timeline, etc.) I can supply a firm project fee quotation.

Deliverables:

- Website copy in a Word file.
- Website copy with developer notes included (title tagging, link placement, etc.) in a Word file.
- Meta information in an Excel file
- Keyword research overview report (pdf) and detailed information in an Excel file.
- Online competitor analysis overview and detail in an Excel file.

Content for legal compliance pages/documents is not included (e.g., Terms of Use, Privacy Policy, Cookie Policy, etc). This should be drafted by a relevant professional.

Basic Terms:

- All quotes for website copy deck work are valid for 30 days from issue.
- 50% starting deposit required. No work can be started or scheduled without this.

- Two rounds of reasonable, consolidated revisions are included. Further changes or additions down the line may be billed separately.
- The copyright of all written and other materials created rests with me until paid for in full, at which time it is deemed to have automatically passed to the client.

Blog Posts/Articles/Additional Website Content

- Based on client-supplied source material or referencing public domain information (but with original, human-generated concepts, ideas, and outlines).
- Relevant keyword research and organic optimisation is part of my process.
- I'm happy to suggest topic ideas or help refine ideas you already have.
- For ongoing arrangements (e.g., weekly business blog posts), I can put together a slightly discounted package of different post lengths and types to meet your content needs and allow you to set a consistent budget.
- For bulk work, I may also be able to discount slightly – depending on the specifics of course.

South Africa

Words (approx.)	Cost	MOQ
300	R1,150	4
500	R1,500	2
1000	R2,500	1
1500	R3,500	1

International

Words (approx.)	Cost	MOQ
300	\$75	4
500	\$100	2
1000	\$175	1
1500	\$250	1

Deliverables

- Content will be delivered in individual Word files or a consolidated file, as you prefer.
- Meta information will be provided in an Excel file.

Basic Terms:

- All quotes for blog posts, articles, and other similar types of content are valid for 30 days from issue.
- A 50% starting deposit is required before any work can be scheduled or started.

- Two rounds of reasonable, consolidated revisions are included. Further changes or additions down the line may be billed separately.
- The copyright of all written and other materials created rests with me until paid for in full, at which time it is deemed to have automatically passed to the client.

Other Writing Types

Although I specialise in writing content for websites and blogs, I can (and regularly do) also write material for other purposes, online and offline, e.g.:

- Promotions and Advertisements (text)
- Text for Brochures, Pamphlets, Flyers, and Posters
- Company Profiles, Case Studies, and White Papers

These are quoted on request/as required (preferably against a proper brief), as there are so many variables that can affect the time and effort required for these items.

Other Services

- Proofreading, Editing, and Rewriting Existing Material
- Content Strategy and Planning, including the development of content calendars (usually for smaller businesses that don't have the in-house capacity to do this).



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