



**Darrell Cuthbert**  
Freelance Copywriter

[www.darrellcuthbert.com](http://www.darrellcuthbert.com)  
[darrell@darrellcuthbert.com](mailto:darrell@darrellcuthbert.com)  
+27 (0) 72 225 8074

## **Rates: 2025**

### **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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