



## Ladybug Writer

Phoenix, Arizona 85027

623.826.7392

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# Pricing Guide

The following pricing guide provides generally standard rates for most websites. Each project estimate is customized for the specific job, based on industry-standard fee ranges for high-quality work.

| Website Review, Content Revision and Enhancements                       | Rate                       |
|---|----------------------------|
| <b>Revised Website (on existing platform) – includes the following:</b> | <b>\$400 per page</b>      |
| Initial Consultation  | No Charge                  |
| Website Review, Audit and Planning                                      |                            |
| Goals and objectives  |                            |
| Identify customers and audience   |                            |
| Describe and document current digital strategy                          |                            |
| Identify pain points and frustrations                                   |                            |
| Determine project timeframe: milestones and deadlines                   |                            |
| Define expected outcomes  |                            |
| Functionality Review and Audit Recommendations                          |                            |
| Existing Plug-ins   |                            |
| Contact form  |                            |
| Search Engine Optimization tools  |                            |
| Customer use tools to improve communication                             |                            |
| Content Revision (words, photos, graphics)                              |                            |
|   |                            |
| <b>Optional Website Revisions and Additions:</b>                        | <b>Priced Individually</b> |
| SEO Audit and Revisions   | \$100 per page             |
| Site Statistics and Analytics (full site)                               | \$150                      |
| Photo Gallery (includes minor editing and captions)                     | \$250                      |
| Social Media Feeds added (up to 3 feeds)                                | \$100                      |
| Calendar  | \$150                      |
| Appointment Booking Calendar with Customer Interface                    | \$250                      |
| Embedded Advertising (pay-per-click)                                    | \$100                      |
| Blog page (includes initial blog post)                                  | \$250                      |
| Ongoing blogging service  | *Customized pricing        |
| Ongoing Social Media updates and recommendations                        | *Customized pricing        |
| Other options and add-ons, as discussed                                 | *Customized pricing        |



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| <b>Website Consulting and Development</b>                           | <b>Rate</b>                |
|---|----------------------------|
| <b>New Website Design and Development – includes the following:</b> | <b>\$1500</b>              |
| Setup and initial consultation                                      | <i>No Charge</i>           |
| <i>(Help with obtaining URL and setting up Hosting Platform)</i>    |                            |
| Website planning:   |                            |
| Goals and objectives  |                            |
| Identify customers and audience                                     |                            |
| Describe and document current digital strategy                      |                            |
| Identify pain points and frustrations                               |                            |
| Determine project timeframe: milestones and deadlines               |                            |
| Define expected outcomes  |                            |
| Content detail (up to 5 pages):                                     |                            |
| Home page/landing page  |                            |
| About page/background   |                            |
| Services  |                            |
| Testimonials  |                            |
| Contact Us  |                            |
| Functionality   |                            |
| Contact form  |                            |
| Security  |                            |
| Search Engine Optimization (SEO)                                    |                            |
| Usage statistics  |                            |
|   |                            |
| <b>Optional Website Additions:</b>                                  | <b>Priced Individually</b> |
| Photo Gallery (includes minor editing and captions)                 | \$250                      |
| Social Media Feeds (up to 3 feeds)                                  | \$100                      |
| Calendar  | \$150                      |
| Appointment Booking Calendar with Customer Interface                | \$250                      |
| Embedded Advertising (pay-per-click, e.g., AdSense)                 | \$100                      |
| Blog page (includes initial post)                                   | \$250                      |
| Other options and add-ons   | *Customized pricing        |



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Website maintenance is available on a monthly or quarterly basis. If you pay for a year of monthly maintenance in advance, you get one additional month at no charge.

| Website Maintenance                         | Monthly         | Quarterly         |
|---|-----------------|-------------------|
| <b>Basic Plan – Includes the following:</b> | \$200 per month | \$250 per quarter |
| Content updates and revisions               | Monthly         | Quarterly         |
| Photo/graphic updates                       | Monthly         | Quarterly         |
| Plugin and security maintenance             | Bi-weekly       | Every 6 Weeks     |
| SEO and site statistic checkpoint           | Monthly         | Quarterly         |
| Ongoing maintenance of links, ads and feeds | Monthly         | Quarterly         |

| Optional Maintenance Add-ons:                  |                |         |                 |
|--|----------------|---------|-----------------|
| Weekly basic maintenance                       | \$150 per week |         |                 |
| Blogging (includes research, writing, visuals) | Monthly        | 1 post  | \$250 per month |
|  | Bi-Weekly      | 2 posts | \$450 per month |
|  | Weekly         | 4 posts | \$800 per month |
| Social media posts (2 feeds per post)          | Monthly        | 2 Posts | \$75 per month  |
|  | Bi-weekly      | 4 posts | \$150 per month |
|  | Weekly         | 8 posts | \$300 per month |



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The following pricing guide for business writing services provides generally standard rates for most services. Each project estimate is customized for the specific job, based on industry-standard fee ranges for high-quality work, review cycles and delivery.

| Other Business Writing Services                                  | Rate                |
|--|---------------------|
| Initial consultation   | No Charge           |
| Email (per email)  | \$500               |
| Brochure   | \$600               |
| Newsletter (2-4 pages)   | \$750               |
| Articles and Press Releases (700-900 words)                      | \$750               |
| Case Study (3-4 pages)   | \$850               |
| PowerPoint Presentations (5 slides, including original template) | \$1000              |
| White Paper  | *Customized pricing |
| E-Book   | *Customized pricing |

After we discuss what you need and expect for your website and business, I will provide you with a project proposal and initial invoice within three to five business days.

**Thank you for your interest in my business!**

Give me a call or drop a note to discuss your small business website needs:

Jill Frier

Ladybug Writer

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