



Rates and Services Guide

Web Words Online is a small business dedicated to creating content for websites and social media channels. These professional services satisfy a growing demand from small to medium-sized businesses for assistance with complicated or time consuming marketing tasks.

We are small but we are flexible. Hire us to do as little or as much as you like – from creating and managing a new website to launching a one-off Facebook campaign.

We are not a website design company. We focus on words – planning and preparing your content so that it's ready for the next stage. Website designers like us because they get website content that's pre-approved and presented to them with ready-to-format information (including headings, text, labels, captions, meta information and image descriptions).

Before We Start

Our aim is to get to know your business and your target market before we start writing or editing. The more we know about your potential customers, the more targeted and effective marketing can be.

We offer friendly and professional services.

Clear Quotes and Flat Rates

Once we have discussed your plans, we will provide you with a clearly written quote summarising the work you have asked us to do. Our fees are based on flat rates, with no hidden charges, so you know exactly what to budget for.




Society of Editors (WA) Inc.

Say what you mean—hire an editor



2016 Table of Rates

	Writing max. 400 words We write the content.	Editing per A4 page You supply the content.	Proofreading per A4 page You supply the content.
Home page	\$300	\$80	\$40
About Us/Profile page	\$300	\$80	\$40
Other website pages	\$250	\$80	\$40
Website SEO Snapshot Report	\$49	-	-
Online directory submissions	\$50 each or 5 for \$200	-	-
E-newsletter & article pages	On application	-	-
Social media management	\$80 per hour <u>or</u> Affordable weekly, quarterly or per-project packages	-	-

- Work is supplied on deadline in Word format, via email. Plain Text format or hard copies on request.
- Image sourcing and image copyright verifications are not included in the above rates. These can be done for an additional fee if applicable.

Convenient Online Services

Writing Service

Writing clear and compelling copy for the web requires skill. Website visitors are in a hurry – they scan, skip and click their way through websites until they find the information they are looking for.

Your site's content is a powerful marketing tool that needs to be clear, concise and strategically planned.

Our professional writing service includes:

- web-specific writing techniques
- accurate, useful and engaging information targeted to your potential customers
- up to two revisions of the first draft.



Facebook, Blog and Social Media Service

Hire us to take care of your Facebook and social media posts. We will make it relevant, fun, engaging and – best of all – ensure you maintain a social media presence to keep your existing clients in the loop while bringing new ones on board. Ask about our affordable monthly contract rates.

Full Editing Service

If you have already compiled your own website content but need assistance polishing it up and getting it ready for your website designer, we can help.

Editing applies a big-picture view of your content – it looks at your overall marketing strategy, the style and structure of your proposed content, and how effectively this content will meet your needs. For instance, does each page say what you really mean? Do you have too much information or not enough? Are you applying basic website writing principles to your copy? Should you add keywords or phrases to improve your chances of being 'found' by search engines?

Editing also includes detailed proofreading to remove embarrassing spelling errors and mistakes.

Basic Proofreading Service

Before your new website goes 'live' for the world to see, it's vital that a word-for-word check on each page of your site is conducted. Existing websites also benefit from a customised proofreading service.

Proofreading includes:

- spelling, grammar, punctuation and formatting checks
- style, consistency and readability checks.

Newsletter and Article Service

Email newsletters (e-newsletters) are one of the most cost-effective ways to market your products and services. We can write regular or one-off e-newsletter content, or edit the content you provide.

Putting informative articles and fact sheets about your company on your website is another great way to improve your search engine rankings. Hire us to write the relevant content, or simply give us your current print material and we can edit it to suit your website.

SEO Snapshot Report – \$49

Does your website have any search engine optimisation (SEO) in place? For \$49, we'll look at your site's visible content and html code and give you a customised report. Call us now or visit our website to order your SEO Snapshot online.

Online Directory Submissions – \$50 each

Carefully written, researched and managed submissions to online directories relevant to your industry or organisation. Priced at \$50 per submission, or five for \$200.

Phone us during office hours for a confidential chat – Monday to Friday, 9am to 5pm Western Australian time (excluding public holidays). Depending on your location – anywhere from Perth to Margaret River – we can arrange to meet you at your place of work.

Email us anytime with your questions or comments and we promise to get back to you as soon as possible.



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