

ELISSAHIQ

C O M M U N I C A T I O N S

RATE CARD 2023

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The costs below aren't exact prices, but rather approximate prices that depend on various factors such as:

- the size of the project (there may be cost efficiencies involved with larger jobs)
- the degree of background research required
- the quantity and quality of background information supplied
- the number and length of meetings required
- the expected number of amends (rounds of revisions).

Listed rates are guidelines only. Once I understand your project better, I'll give you an individual estimate for the work involved.

Minimum project fee: \$300

Rush rate: Additional 25% of all stated costs for work required in less than 48 hours.

Website copywriting

Home page website copy: From \$600

Other web pages: \$350 per 400 words

Content for your website that includes page titles, meta descriptions, internal links and body copy.

- Includes two rounds of amends
- Note: this does not include keyword research for search engine optimisation (SEO).

Website packages:

- 3-page package \$1000 (not including home page)
- 5-page package \$1600 (not including home page)
- 10-page package \$3100 (not including home page)

Blog posts

400 words, \$450 per blog

Researching and writing blog articles for your website that include page titles and meta descriptions.

- Basic article based on brief by client
- Two headline suggestions
- One social media snippet
- Two rounds of amends.

800 words, \$750 per blog

Researching and writing blog articles for your website that include page titles and meta descriptions.

- More complex article based on detailed brief by client
- Two headline suggestions
- Two social media snippets
- Two rounds of amends.

1200 words, \$1100 per blog

Researching and writing blog articles for your website that include page titles and meta descriptions.

- In-depth article based on detailed brief by client
- Three headline suggestions
- Three social media snippets
- Includes two rounds of amends.

Email newsletter

\$800 per email

Writing content up to 500 words, uploading it into an existing email template and testing email.

- Email newsletter based on detailed brief by client
- Two subject line suggestions
- Sourcing stock images (if required)
- Two rounds of amends.

Proofreading and copy editing

Proofreading: \$75 per hour

Ensuring copy is free of spelling and grammar mistakes.

Copy editing: \$85 per hour

Ensuring copy is free of spelling and grammar mistakes, and:

- Ensuring style and tone is consistent throughout your piece
- Ensuring content is concise and effective.

Audits

Communications and content audit: from \$1000

- Reviewing your communication platforms and analytics
- Providing a set of short-term and long-term recommendations to improve how you connect and engage with your audiences.

Website content and usability audit: from \$750

- Reviewing your website content, navigation and structure
- Providing a set of recommendations to make your site more user-friendly.

Get a quote

For a customised quote on any of these services, please contact me at elissa@elissahill.com.au