

# WEBSITE COPYWRITING SERVICE

## Details & Pricing

Web copy is often the most overlooked portion of a site, yet one the most important.

The best copywriters don't just write: they speak right to you and write to be heard, not just read. It's crucial that every page on your site be written with the reader in mind. Chatter Buzz website copywriting services provide you:

- Unique content written in a manner that ensures your message is being communicated in a tone appropriate for the topic at hand
- Reader-focused, search engine-friendly copy that converts visitors into leads and boosts your website rank in the search engines
- Website copywriters with the expertise, talent, and skills to craft website content that brings you new website traffic and increases your online revenue

## Web Copywriting Rates and Services Offered

**Chatter Buzz** is a leader in digital marketing web page copywriting. Our team includes talented web copywriters who not only know the fundamentals of grammar, but also the key elements of persuasion and marketing.

Our website copywriters will add links interspersed throughout the text to guide customers to other pages on your website, which also makes it easier for search engines to crawl your website.

Below you'll find a list of our web copywriting services, as well as the copywriting pricing associated with each item. We offer standard website copywriting, as well as content asset production programs. No matter what kind of content you want, we have the web site copywriting professionals who can meet your expectations.



877-632-5563

[hello@chatterbuzzmedia.com](mailto:hello@chatterbuzzmedia.com)

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## WEBSITE COPYWRITING SERVICES AND PRICING

SEO ARTICLE PAGES / BLOG POSTS	WEBSITE SEO SALES COPY	SEO EXPERT ARTICLES & INTERVIEWS
800 - 1000 words per	500 words per	900 words per
Up to 30 min research per	Up to 45 min research per	Up to 2 hours research per
Strategic keyword use in articles	Strategic keyword use in articles	Strategic keyword use in articles
Keywords provided by client	Keywords provided by client	Basic keyword research included
Image sourcing included	Matching website tone to buyer persona	Deep industry research completed or interview with an expert
	CTA included in website sales copy	All copy is reviewed by a Sr. Web Editor
		CTA included in website sales copy
\$500 a post	\$399 a page	\$500 a page

## ECOMMERCE PRODUCT DESCRIPTION COPYWRITING SERVICES AND PRICING

For ecommerce, you can employ our copywriter services to fill out descriptions of your products, enabling them to rank for high-traffic keywords that can bring more potential customers to your site.

BASIC - PRODUCT DESCRIPTIONS	ADVANCED - PRODUCT DESCRIPTIONS	PREMIUM - PRODUCT DESCRIPTIONS
Optimized ecommerce product descriptions	Optimized ecommerce product descriptions	Optimized ecommerce product descriptions
150-250 words per	250-400 words per	400-550 words per
Up to 15 min research per	Up to 30 min research per	Up to 45 min research per
Strategic keyword use in copy	Strategic keyword use in copy	Strategic keyword use in copy
Keywords provided by client	Basic keyword research included	Basic keyword research included
CTA included in website sales copy	CTA included in website sales copy	CTA included in website sales copy
\$80 per page	\$100 per page	\$150 per page

## LONG FORM CONTENT (SKYSCRAPER CONTENT) PRICING

Long form is a specialty in web copywriting that is dedicated to answering one question or providing solutions to one problem using specific, actionable details. These pieces also have some of the best chances of ranking well for your website, particularly over long periods of time, so you can enjoy the benefits of our copywriting service long after the content is completed.

BASIC - LONG FORM CONTENT	PREMIUM - LONG FORM CONTENT (INCLUDES CUSTOM GRAPHICS)	10X - LONG FORM CONTENT (INCLUDES GRAPHICS, OUTREACH & PAID TRAFFIC)
2,100 to 2,600 words per	2,800 to 3,600 words per	4,500 to 5,300 words per
No topic research required	Topical research included	Topical research included
Strategic keyword use in articles & co-citation	Strategic keyword use in articles & co-citation	Strategic keyword use in articles & co-citation
Keyword research included	Keyword research included	Keyword research included
Linking to internal & external content	Linking to internal & external content	Linking to internal & external content
Basic reporting	Detailed reporting	Detailed reporting
Up to 5 stock photos or graphics	Up to 10 stock photos or graphics	Up to 15 stock photos or graphics
Web page layout formatting	Up to 2 hours on formatting or custom graphics/charts	Up to 4 hours on formatting or custom graphics/charts
	Basic promotion	Up to 3 hours spent promoting and outreaching to influencers
		Paid traffic promotion
\$1,000 a page	\$1,600 a page	\$3,000 a page

## IN-DEPTH ONLINE GUIDES

You can use guides as free giveaways to encourage site visitation, conversions, signups, and more, and your customer gets an informative and well-designed copywriting bundle. With this copy writing service, you can not only reach out to potential customers — you can offer them something that they'll download and keep for years.

BASIC - ONLINE GUIDE	PREMIUM - ONLINE GUIDE	10X - ONLINE GUIDE
6,000 to 7,500 words per	8,500 to 10,000 words per	15,000 to 17,000 words per
Consultation with an experienced online guide project manager	Consultation with an experienced online guide project manager	Consultation with an experienced online guide project manager
Detailed outline before writing begins	Detailed outline before writing begins	Detailed outline before writing begins
Professional research, writing and editing work	Professional research, writing and editing work	Professional research, writing and editing work
Strategic keyword use in guides	Strategic keyword use in guides	Strategic keyword use in guides
Keyword research included	Keyword research included	Keyword research included
Addition of a lead or email capture form	Addition of a lead or email capture form	Addition of a lead or email capture form
Web page design and layout for guides	Web page design and layout for guides	Web page design and layout for guides
Linking to internal & external content	Linking to internal & external content	Linking to internal & external content
Up to 15 stock photos or graphics	Up to 20 stock photos or graphics	Up to 30 stock photos or graphics
Detailed reporting	Detailed reporting	Detailed reporting
Professional design and development work	Professional design and development work	Professional design and development work
\$4,000 a guide	\$5,500 a guide	\$6,500 a guide