# Rate card 2023

Thank you for enquiring on my rates !

The costs below are a base estimate of what you'll expect. Each project has its specific time and scope that is factored in on a case by case basis.

Time and scope are typically the things that can unhinge a project's completion. For the ongoing success of the project, I need you to be along the journey with me.

**Rush jobs:**
I'm very happy to try to meet urgent deadlines. For work required in less than 48 hours, there is an additional 25% of all stated costs added to the invoice.

## Website content writing
Landing page website copy: From $700
Other web pages: $350 per page

Website content project deliverables include page titles, meta descriptions, internal links and body copy. It'd be great if you have an idea of the keywords you want to target. Time is factored in for two internal interviews, or to understand brand, vision, tone etc to establish a full brief.

Any additional **research** that may be required outside of this will be an extra charge.
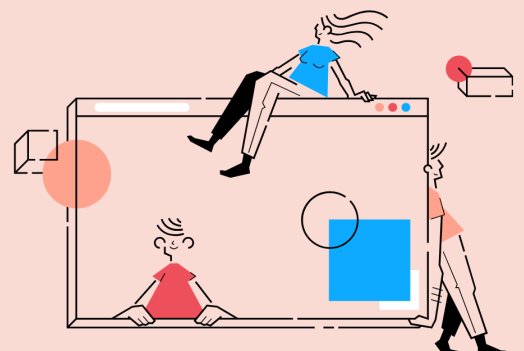
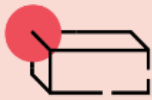## Blog posts, including research communications, features or interviews
400 words, $350 per post
800 words, $650 per post
1200 words, $900 per post

Blog writing process includes up to 2 hrs of research, page titles and meta. Further research required outside of this is extra.

## Website UX audit
Package from $1500

The general process I use is:

### Step one: Initiation
a.  Understanding you, the business, the brand
b.  Talking to customers or internal staff about their issues

### Step two: Audit
c.  Acquire (or undertake^) further research
d.  Review and audit the site and its place in the customer journey experience
e.  Immediate quick wins and long term issues identified and discussed with you. This is to highlight or clarify areas for attention.

### Step three: Approval and completion
f.  Following discussion, a deliverable of the issues and recommendations is prepared and presented.

^ planning for and carrying out user research or testing is quoted separately

## Social, Press and PR

Social media post snippets 150 words, $75
Social media post design, (when you supply the copyright free images) $125 per post
Social media post design, (when images need to be sourced) TBD
Press releases 2 pages, $175
Author bios 300 words, $150

## **Publication layout** design, when you supply the copyright free images.

Up to and including 3 pages, $350 ($550 if images to be sourced)
Up to and including 10 pages, $700 ($900 if images to be sourced)
10+ pages TBD

# Get a quote
For a customised quote, please email me **alexdee.creative@gmail.com**