



Business Blog Packages 2021

Initial – £40 (one time only) *

- Zoom, Skype, or telephone consultation to cover:
 - What are your overall goals
 - What benchmarks are you trying to hit and within what timeframes
 - Topic suggestions or general guideline of content you'd like to see
 - Summary of organisation, brand guide, media kit, promotional materials, videos, iconography – ie, any existing pertinent materials that show your brand voice
 - Summary of your intended audience or ideal client

Bronze – £200 (one blog per month) *

- Well researched, original, SEO-friendly copy of up to 1,000 words
- Natural keyword inclusion
- Two royalty free images sourced by me
- Meta data suggestions for enhanced SEO
- One round of minor amendments
- Email support and correspondence

Silver – £390 (two blogs per month) *

- Well researched, original, SEO-friendly copy of up to 1,000 words per blog
- Natural keyword inclusion
- Two royalty free images per blog sourced by me
- Meta data suggestions for enhanced SEO
- One round of minor amendments per blog
- Email support and correspondence

Gold – £750 (four blogs per month) *

- Well researched, original, SEO-friendly copy of up to 1,000 words per blog
- Natural keyword inclusion
- Two royalty free images per blog sourced by me
- Meta data suggestions for enhanced SEO
- One round of minor amendments per blog
- Email support and correspondence

Add-on packages also available at £40 hourly rate *

- Blog audit - updating/editing your existing blog(s) for better SEO and with higher ranking keywords
- WordPress website updates/editing
- Additional image sourcing/editing
- Creation of graphics using Canva, eg, for Pinterest
- Website copy writing, email newsletter copy writing
- Advising how and where to repurpose your blogs to maximise their effectiveness and engagement

* Excludes any travel fees or time spent travelling.

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