Copy Programs – Esultants Web Services

Basic - $400

For websites with 10 pages or less

- Content entry and review

Our Copywriting Process

1. Review Current Website
2. Receive Completed Design & Copy Survey

- Review goals with current site
- Evaluate page needs (nav, content, etc.)

3. Determine Site Navigation
4. Copy Review & Comparison

- Evaluate old site copy with new navigation
- Determine what needs there are in the content
- Ask client to provide missing content (text, images, charts, forms, PDFs)

5. Proofreading & Finalization of Text

- Add in missing content
- Write copy to finish the text
- Revise to add keywords, format for the web with lists, shorter paragraphs, headers

6. Insert Content into Site

- Upload all images, PDFs and files
- Create navigations and pages
- Add content noting layout and formatting for mobile and desktop

7. Website Launch Checklist

Standard - $750

Recommended for an average 10 page website

- Copy-writing coaching and assistance
- Provide suggestions and feedback as customer works on copy
- Client responsible for providing copy and images

Premium – $1,500

Recommended for an average 20 page website

- Copy-writing assistance and implementation
- Includes up to a 2-hour initial copy meeting – preferably face-to-face
- Copywriter and client responsible for copy and images