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PROJECT PROPOSAL

[DATE]

PREPARED FOR :

Sample

SAMPLE




COPYWRITING






GENERAL 5-PAGE WEBSITE

HOME PAGE

H1 TITLE




-  Introductory paragraph - 75-120 words

SUB-CATEGORY DESCRIPTIONS

-  Page 1 - 25 words
-  Page 2 - 25 words
-  Page 3 - 25 words
-  Meta description - 30 words
-  Meta title - 10 words

ABOUT PAGE


H1 TITLE

-  About (vision, mission & values) - 200 words
-  Meta description - 30 words
-  Meta title - 10 words




SERVICE PAGE 1


H1 TITLE

 Introductory paragraph - 75 words


H3 TITLE - 1

 Service section breakdown 1 - 75 words

H3 TITLE - 2

 Service section breakdown 2 - 75 words

H3 TITLE - 3


 Service section breakdown 3 - 75 words

 Meta description - 30 words


 Meta title - 10 words

SERVICE PAGE 2


H1 TITLE

 Introductory paragraph - 75 words


H3 TITLE - 1


 Service section breakdown 1 - 75 words

H3 TITLE - 2

 Service section breakdown 2 - 75 words

H3 TITLE - 3

 Service section breakdown 3 - 75 words


 Meta description - 30 words

 Meta title - 10 words




SERVICE PAGE 3


H1 TITLE

 Introductory paragraph - 75 words


H3 TITLE - 1

 Service section breakdown 1 - 75 words

H3 TITLE - 2

 Service section breakdown 2 - 75 words


H3 TITLE - 3


 Service section breakdown 3 - 75 words

 Meta description - 30 words

 Meta title - 10 words

CONTACT PAGE

 CTA - 5 words


 Meta description - 30 words

 Meta title - 10 words






SUMMARY

TOTAL WORD ESTIMATE




 1,540 words

INCLUSIONS

-  Minor revisions & ongoing consultation
-  Additional research
-  Brand personality & tone matching

TOTAL COPYWRITING ESTIMATE — FROM \$1,300 EXCL. GST

OPTIONAL SEO PACKAGE

-  SEO keyword research & report
-  SEO keyword integration for website copy
-  SEO meta titles & descriptions

OPTIONAL SEO TOTAL — FROM \$600 EXCL. GST

Witty Wordsmith 

SOUND
GOOD?



WE THINK SO, TOO.
LET'S DO THIS.

JUMPS OUT OF METAPHORICAL PLANE



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