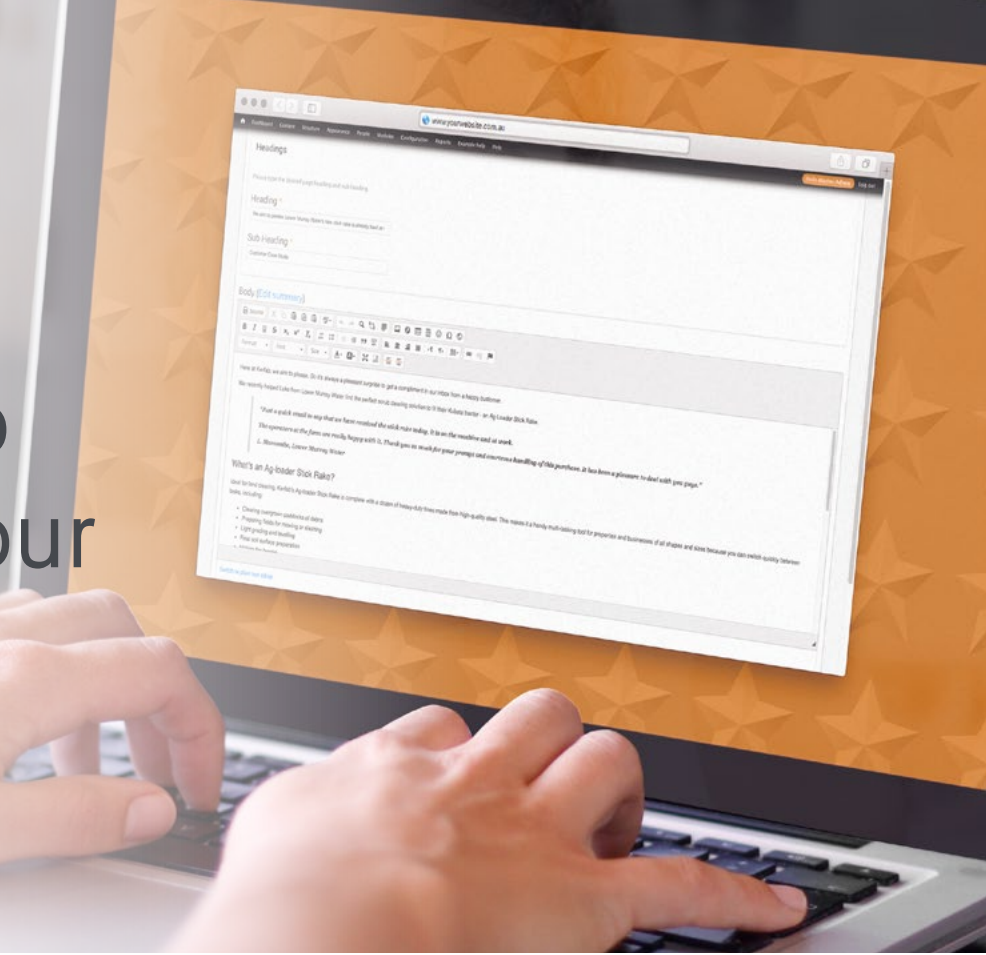




# Strategic content to engage your audience.



## Professional Blog Writing Packages

Strategic content writing to engage and drive business outcomes.

### PACKAGE 1

#### Lite

**\$690** +GST per month

Get started with regular professional blogging.

- Quarterly content plan
- 2 blogs per month
- Keyword research
- Up to 400 words per blog
- Design header graphics
- Monthly report

### PACKAGE 2

#### Standard

**\$1380** +GST per month

Frequent blogging with end-to-end service.

- Bi-monthly content plan
- 4 blogs per month
- Keyword research
- Up to 600 words per blog
- Design header graphics
- Publish blogs on site
- Monthly report

### PACKAGE 3

#### Premium

**\$1955** +GST per month

Agile planning, in-depth content and promotion.

- Same as standard plus:
- Monthly content plan
  - Up to 800 words per blog
  - Design graphics for content of blog articles
  - Social media promotion

Now let's  
take care  
of the finer  
details...

## Content Planning

Every month, second month, or quarter we will meet with you to discuss your target audience, business goals, and content ideas. From this brainstorming session a content schedule is developed.

## Keyword Research

The topic of each blog will be researched in terms of Google search activity. Keyword research will guide content and help you to improve search engine rankings.

## Word Count

Individual blogs will be written to a length that is suitable to the content, but will be capped at the limit allowed by your package. Higher level packages allow for in-depth content with a higher word count.

## Header Graphics

All blogs come with a header graphic created by our designers. Header images have a massive impact on engagement, so it is important to have interesting and relevant header graphics.

## Monthly Report

After the end of each month you will receive a report detailing the results achieved with your blogging. Monthly reporting requires Google Analytics and blogs with a standard URL path; such as [yoursite.com/blog/](http://yoursite.com/blog/).

## Publishing Blogs

The standard and premium packages include blog publishing, giving you a complete end-to-end service. Blog publication requires your site to have a capable and up-to-date blog system; we cannot offer this service if your website is limited or overly difficult to use.

## Content Graphics

The premium package includes design of graphic content for the body of your articles. Content graphics enhance engagement by breaking up text and highlighting elements of content.

## Social Media Promotion

The premium package includes social media promotion of every blog. Each blog will be published to Facebook and boosted with a paid ad. Package covers ad setup only; you choose the Facebook ad spend amount and pay fees direct to Facebook.

## Custom Packages Available

Do you have unique blogging requirements? Need more than 4 blogs per month? Need fast-turnaround reactive articles? Deep-dive longform content? Multimedia content elements or other special requirements? We're more than happy to work out a custom package to meet your needs.

- High quality content
- No lock-in contract

Ready to go pro?  
Sign up now!