

Strategic content to engage your audience.



Professional Blog Writing Packages

Strategic content writing to engage readers and drive business outcomes.

PACKAGE 1

Lite

\$690 +GST per month

Get started with regular professional blogging.

- Quarterly content plan
- 1 blog 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
- 2 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

Terms of Service

Details of Inclusions

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.

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.

Publishing Blogs

The standard and premium packages include blog publishing, giving you a complete end-to-end service.

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.

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/.

Technical Requirements

For standard and premium packages, we need access to your website's content management system for blog publishing. 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. Capability depends on your individual website setup, but in general the following content management systems are good: Webflow, Shopify, WordPress, Drupal, Wix, Squarespace.

Search Engine Optimisation Services

Creative Revolution offers a full blog writing and publishing service, meaning you have a steady stream of content for your blog, which can then be shared with your email contacts and social media accounts. All articles are drafted and sent to you for approval. You will be notified of the draft articles and have the opportunity to approve the articles or request changes. Once approved, articles are published (standard and premium package) on the agreed date. One round of changes is included for each draft article, with additional changes after the second draft charged at \$120 +GST per hour and appearing on your next invoice.

Additional Services

Additional creative, marketing, and web development services outside of the package allowance account are not included in this service agreement. Additional services may be requested and are charged at the relevant hourly rate. Hourly rates are \$140 +GST for strategy, design, web development and creative, and \$120 +GST for content writing and administration.

Payment Terms

Package fees are charged in advance at the start of the month, covering the current month. Payment terms are 14 days from invoice date. Additional services rendered are charged at the relevant hourly rate and separately invoiced at the end of the calendar month. Hourly rates are \$140 +GST for strategy, design, web development, and creative, and \$120 +GST for content writing and administration.

Package Changes and Cancellations

You can change or cancel your package at any time with 30 days notice in writing. Package changes will take effect from your next bill.