



damselfly digital

**MARKETING STRATEGY | COPYWRITING & CONTENT**  
**ONLINE REPUTATION MANAGEMENT | WEBSITE DESIGN & DEVELOPMENT**

Got a digital problem? I deliver high-value marketing SOUL-UTIONS.

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<b>VIRTUAL CALLS &amp; CONSULTATIONS</b>	<i>Goal-setting, planning &amp; support to improve digital outcomes, via phone or video meeting.</i>	
<b>DISCOVERY</b>	30 min Q&A, No obligation. One-time only.	<b>FREE</b>
<b>SUPPORT</b>	1 hr to review and virtually troubleshoot specific problems surrounding SEO, Social Media, Copy, Email or other marketing channels. As needed, one-off or recurring monthly.	<b>\$100</b>
<b>STRATEGY</b>	90 mins to review overall marketing strategy (goals, objectives, tactics) and provide holistic recommendations. Included in monthly retainer plans.	<b>\$200</b>

<b>COPY &amp; CONTENT WRITING PROJECTS</b>	<i>Generate traffic, boost authority or media attention with SEO-optimized content and conversion copy. Includes keyword research, image selection, alt &amp; meta descriptions.</i>	
<b>WEB PAGE</b>	SEO and sales-conversion copywriting for a single web page such as Home, About, Services, Terms/Privacy, FAQ, Contact etc. (500-1000 words)	<b>\$450</b>
<b>GHOSTWRITING</b>	Educational and evergreen blog post, article, or press release.  Tier 1: 600-800 words   Tier 2: 800-1000 words   Tier 3: 1000-2500 words	1) <b>\$400</b> 2) <b>\$600</b> 3) <b>\$800</b>
<b>GUEST POST</b>	Educational and evergreen guest post with boilerplate of author credit and outbound link. (Note: a similar version may one day be repurposed for use on my own website, but it will not violate Google's guidelines for duplicate content)	<b>\$350+</b>
<b>ADVANCED PROJECT</b>	In-depth guide or other long-form editorial piece for newsletters, white papers, gated content and more. 1,000 word minimum-10,000 word max	<b>.10/word</b>

<b>ONLINE REPUTATION MANAGEMENT</b>	<i>Optimization of website components and other public-facing channels to attract organic leads, boost user engagement and experience, improve search rankings and overall digital presence and performance.</i>	
<b>ONLINE AUDIT PROJECT</b>	In-depth review and reporting on 3 key on-site pages and/or off-site profiles to identify existing gaps and potential opportunities.	<b>\$600</b>
<b>BASIC SITE TUNING PROJECT</b>	Audit PLUS... essential core updates to front-end/content and back-end/technical site components (links, meta, tags, titles, text)	<b>\$900</b>
<b>ADVANCED SITE MANAGEMENT</b>	Basic Tuning PLUS... fresh and optimized monthly blog content and analytics reporting.	<b>\$1300 Monthly</b>

<b>OFF-SITE AUDIT PROJECT</b>	In-depth review and report of off-site digital presence, including top 3 competitors	<b>\$300</b>
<b>ADVANCED PR PROJECT</b>	Distribution/outreach of newsworthy public announcement to 50 relevant key media outlets	<b>\$500</b>
<b>OFF-SITE LOCAL MANAGEMENT</b>	Off-site Audit PLUS... Google Business profile optimization & bi-monthly update posts	<b>\$700 Monthly</b>
<b>OFF-SITE GLOBAL MANAGEMENT</b>	Off-site Local PLUS... management of relevant online directories, digital citations, and outreach for press/media mentions.	<b>\$1200 Monthly</b>

<b>WEB DESIGN/DEVELOPMENT PROJECTS</b>	<i>Building and updating sites with clear and cohesive brand voice and visuals, mobile-first/responsive design, security, usability &amp; functionality for optimum traffic, search rankings, user experience and conversions. *Does not include domain &amp; CMS hosting.</i>	
<b>WIX BASIC</b>	The design and development of 5 beautiful, user-friendly and SEO-optimized pages. Includes 3 client revisions and 1 month of follow-up instruction/support.	<b>\$2800</b>
<b>WIX ADVANCE</b>	Basic Build PLUS... 3 additional pages, domain-based email, analytics automation.	<b>\$4300</b>
<b>WORDPRESS BASIC</b>	The design and development of 5 beautiful, user-friendly and SEO-optimized pages. Includes max of 3 client revisions and 1 month of follow-up instruction/support.	<b>\$3200</b>
<b>WORDPRESS ADVANCED</b>	Basic Build PLUS... 3 additional pages, domain-based email, analytics automation.	<b>\$8000</b>

<b>ORGANIC GROWTH BOOSTER PACKAGE</b>	<i>Monthly retainer package to help build brand awareness and generate leads</i>	
<p>4 evergreen, original and optimized blog articles to boost site authority and ranking</p> <p>4 accompanying GMB posts to promote articles and drive organic traffic to the site</p> <p>Report to track progress and adjust goals</p>	<b>\$3000</b>	

\*For services & fees not listed here please see the [current edition of the AWAI Copywriting Pricing Guide](#)\*

**THANK YOU FOR YOUR INTEREST!**

Let's chat about your unique marketing needs. I look forward to working together soon!

**Erin M. Ratliff, Certified Brand Growth & Visibility Strategist**  
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