

ONLINE REPUTATION MANAGEMENT | WEBSITE DEVELOPMENT | COPYWRITING & CONTENT

Serving the psychospiritual, personal development and holistic wellness niches.

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

[Check out my expansive Portfolio of work here!](#)

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

COPY & CONTENT WRITING PROJECTS	<i>Generate traffic, boost authority or media attention with SEO-optimized content and conversion copy. Includes keyword research, image selection, alt & meta descriptions.</i>	
WEB PAGE	SEO and sales-conversion copywriting for a single web page such as Home, About, Services, Terms/Privacy, FAQ, Contact etc. (500-1000 words)	\$450
GHOSTWRITING	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) \$400 2) \$600 3) \$800
GUEST POST	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)	\$350+

ADVANCED PROJECT	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	.10/word
EDITING	Proofreading and editing in preparation for publishing in digital or print.	.3/word

ONLINE REPUTATION MANAGEMENT	<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>	
ONLINE AUDIT PROJECT	In-depth review and reporting on 3 key pages and/or profiles to identify gaps and opportunities	\$600
BASIC SITE TUNING PROJECT	Audit PLUS... premier updates to front-end/content and back-end/technical site components (links, meta, tags, titles, text)	\$900
ADVANCED SITE MANAGEMENT	Basic Tuning PLUS... fresh and optimized monthly blog content and analytics reporting	\$1300
OFF-SITE AUDIT PROJECT	In-depth review and report of off-site digital presence, including top 3 competitors	\$300
OFF-SITE LOCAL MANAGEMENT	Off-site Audit PLUS.... Google Business profile optimization & bi-monthly update posts	\$650 Monthly
OFF-SITE GLOBAL MANAGEMENT	Off-site Local PLUS... management of relevant online directories, digital citations, and outreach for press/media mentions.	\$1200 Monthly
ADVANCED PR PROJECT	Distribution/outreach of newsworthy public announcement to 50 relevant key media outlets	\$500

WEBSITE DEVELOPMENT PROJECTS	<i>Building and updating sites with clear and cohesive brand voice and visuals, mobile-first/responsive design, security, usability & functionality for optimum traffic, search rankings, user experience and conversions. *Does not include domain & CMS hosting.</i>	
WIX BASIC	SEO-optimized copy/content for 5 key pages. Includes 3 client revisions and 3 months instruction/support.	\$2800
WIX ADVANCE	Basic Build PLUS... 3 additional pages, domain-based email, analytics automation and instruction/support for 6 months.	\$4300
WORDPRESS BASIC	SEO-optimized copy/content for 5 key pages. Includes max of 3 client revisions and instruction/support for 3 months.	\$3200
WORDPRESS ADVANCED	Basic Build PLUS... 3 additional pages, domain-based email, analytics automation and instruction/support for 6 months.	\$8000
ORGANIC GROWTH BOOSTER	<i>Monthly retainer package to help build brand awareness and generate leads</i>	
	<p>4 original evergreen blog articles to boost site authority and ranking</p> <p>4 accompanying GMB posts to promote articles and drive traffic to the site</p> <p>1x report to track progress and adjust goals</p>	\$3000

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, Brand Strategist & Creative Executive
damselflydigital.com | theholisticmarketer@gmail.com