



Premium Website Copywriting Services

My website copywriting services are for those who want to ensure their copy is of the highest quality, attract as many clients as possible, and save time by having a professional copywriter write it.

I'm a former psychotherapist who has been writing copy for therapists and wellness practitioners for over 25 years. I can pretty much guarantee that you won't find anyone writing copy for this audience who has as much experience or the strong reputation I have.

Copywriting as a Science:

I write client-attracting website copy based on the science of copywriting. This is a unique style of writing based on well-researched scientific principles that have been shown to more likely make your ideal clients take the action you want them to (i.e., contact you to book an appointment).

The Goal of Copy:

My copy aims to get your website visitors to *take action* when they visit your website (call or email you). In a nutshell, this is accomplished by speaking to your intended audience's specific concerns and the ultimate outcomes they are seeking. The copy must be compelling and resonate deeply with your potential clients on an emotional level.

Website Usability, Conversion, and Search Engine Optimization:

I also write copy and advise my clients according to the following factors:

Website Usability: This has to do with the research on how people use and navigate websites - what they do on sites, where they look, etc. It's essential that your website is site user-friendly, or your visitors will not stick around.

Website Conversion: This refers to factors that increase the rate at which visitors to your website contact you.

Search Engine Optimization: I optimize your pages to help you rank as high as possible in the search engines. Keep in mind that you'll need a sophisticated marketing strategy in place AFTER your site is up to be really competitive in search engines, as there are about 200 factors that determine a website's search engine rankings.

The Pages You Might Have on Your Website:

Typical Number of Pages: 4-6+

Typical Core Pages:

- Home
- About You/About Us
- How I Work/Approach
- Contact (no charge for the contact page)

You can also include any of these pages or others:

- Niche pages – If you have more than one niche, it is sometimes (not always) best to have a separate page for each one.
- Success Stories (real, composite, or hypothetical) or Testimonials/Praise page (only if you're permitted to use testimonials in your profession)
- FAQ page
- Who I Work With page (if you have several different niche populations or need to define your audience more specifically).

*Depending on your target audience(s) and your goals, there may be other pages you might want to consider. I can help you determine which pages you should include if we decide to work together.

Website Copywriting Services and Fees:

All Website Copywriting Services Below Include:

- Your completion of a questionnaire about you and your target audience(s).
- A Zoom interview to gather additional in-depth information. This ensures that I get to know you and your services so that I can write customized, authentic, and client-attracting copy for you.
- All subsequent communication to discuss drafts of the copy and any changes you would like.
- UP TO 3 drafts of each page of the copy. You will be able to provide feedback on the first 2 drafts.
- On-page search engine optimization of all pages.

Website Copywriting Fees:

1. One website page: \$795

2. Two website pages: \$1565 (save \$25)

2. Bronze Package: \$2295 (save \$110)

- 3 pages + contact page

3. Silver Package: \$2895 (Save \$285)

- 4 web pages + contact page

4. *Gold Package: \$3490 (save \$485)

- 5 pages + contact page

5. More than 5 pages

The fee for each page after the 5th page will be \$595 per page.

6. On a Tight Budget?

If funds are tight and you want more than one page, you can choose to do one page at a time for a discounted fee. The fees for each page are:

1st page: \$795

2nd page: \$765 (save \$30)

3rd page: \$735 (save \$60)

4th page: \$695 (save \$100)

5th page: \$625 (save \$170)

6th+ pages: \$595 for each page (save \$200 per page)

**The maximum number of words per page is 500-700.

***Canadian Residents: GST/HST will be added to the above fees.

***Australian Residents: Contact me for pricing information.

Website Copywriting Process:

1. My copywriting services are an intensive process: we start by you completing a detailed questionnaire, which you then send to me.
2. Next, we set up a time to talk on Zoom, during which I will ask more detailed questions based on your responses to the questionnaire. My goal is to get as much information as possible so that I can write client-attracting, authentic, and unique copy for you.
3. I then write a draft of the copy and send it to you for your feedback. You then advise on any changes or edits you would like via email.
4. We then send the copy back and forth until the 2nd drafts are complete.
5. While writing the 3rd and final draft of the copy, I will complete on-page search engine optimization for all pages.

Time Lines:

The timelines depend on my schedule and how many people are ahead of you in my queue. I typically have a 1-2 month waiting list, so be aware that I likely will not be able to start your copy right away. I will let you know the timeline if we decide to work together.

NOTE: You are added to my queue once you pay your 50% deposit (see payment terms below). Your deposit holds your spot in my queue.

Payment Options and Terms:

Best Value

Payment Option #1: Packages

This option is for copywriting packages only (3 or more pages of copy). You will pay a 50% deposit of the total fee for the package you choose. The second 50% of the page(s) or packages is due upon completion of the project.

***BONUS - This option also includes my guidance and feedback on your website design if the copy is for a new website.

Payment Option #2: Pay for One Page at a Time.

If funds are tight, you can elect to complete one page at a time. Here's how it works:

You pay a 50% deposit on the 1st page and then pay the final 50% when the final draft of the page is sent to you.

When you want me to write the 2nd page, you pay a 50% deposit again on this page, and the remaining 50% when the final draft is sent to you. You can continue like this until all your pages are complete.

This option offers a discount on each page's price, as outlined above, so the cost per page decreases.

To be eligible to get the discounted fees with this payment option, you'll need to complete the project within 6 months.

PLEASE NOTE: If you are contracting with me to write one page at a time, each time you pay your deposit for a page, you'll be re-added to my queue for the specific page. This means that, depending on how long my queue is, you may have to wait a month or so before I start writing each page.

Your Next Step...

If you haven't booked your no-charge 15-minute Zoom inquiry with me, you can do that now.

Click on the link below. During the meeting, we'll discuss your copywriting project, and you'll be able to ask any questions you may have.



Book Now

If the button above doesn't work, click here:

<https://koalendar.com/e/meet-with-juliet-austin>

If you have any questions, please contact me at juliet@julietaustin.com