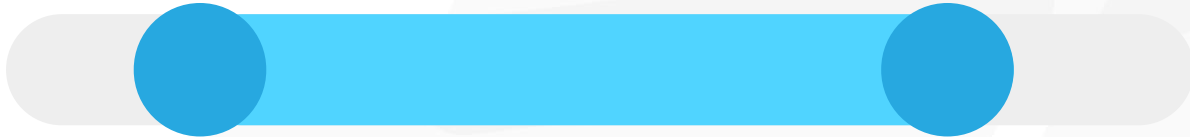


# Wordworks Content

PROPOSAL

# COST RANGE

ZAR 18 970 - ZAR 21 970  
Estimated hours: 31 - 36 hours



# Cost breakdown

Task Description	Estimated Hours	Estimated Cost
<b>Project management</b>		
Client meetings, project scope and day-to-day management	3	2970
<b>Keyword research</b>		
Keyword research ensures we are targeting the most effective keywords to bring in your target audience. With the right audience coming to your website you have a much higher chance of a good conversion rate. Using tools such as Adwords Keyword Planner and researching competitor sites we will ascertain the best keywords to use on your site to attract quality traffic.	2	1000

*Continued...*

# Cost breakdown

Task Description	Estimated Hours	Estimated Cost
<b>Keyword mapping &amp; Landing page recommendations</b>		
Once we have the most relevant keywords to your business we map those keywords to your landing pages to ensure that each page has a uniqueness to it while still speaking to the overarching narrative. Google's algorithm is very sophisticated and is taking on a more semantic approach - keyword stuffing will only lead to a website penalty. When mapping the keywords out to the existing pages we may find that there are important keywords that require a new page to exist on, from there we will recommend new landing pages that will need to be created.	2	1000
<b>Optimise Metadata: create new optimised page titles and descriptions</b>		
Metadata that is consistent with the theme of the page and includes the page's main keywords increases your chances of ranking well in the Google Search Engine Results Page (SERPS). The keyword research is used to create the metadata for each page.	4	2000

*Continued...*

# Cost breakdown

Task Description	Estimated Hours	Estimated Cost
<b>Copy Editing &amp; implementation of keyword recommendations</b>		
Wordworks website copy editing, based on the signed-off sitemap, covering approximately 20 landing pages. Includes: - Editing and incorporation of SEO keywords (provided by the SEO professional). - Three rounds of revisions for each page.	20	12000
Total excl VAT	31	R18,970.00

# Project deliverables

## Overview

Keyword research, landing page & metadata recommendations for the new Wordworks website will be completed to inform new pages and keyword requirements to deliver SEO friendly content.

The first round of content will be based on the prototype and delivered by the Wordworks team.

The quote is based on what we can see on the signed off site map & includes a copy edit to include SEO recommendations for approximately 20 landing pages identified on the site map. (noting that new pages may be identified through the audit / the finalised prototype)

# Project deliverables

## **Project overview note**

Any additional pages beyond the 20 listed in the signed-off sitemap, or pages with significantly more text than the average landing page (as seen on the current signed off site map), will be quoted separately.

# Timelines

- Content is due by the time dev starts - currently earmarked for the end of November.
- Once we get sign off, we need about 1 week to finalise the SEO audit (subject to resource availability)
- Our content editor would commence working once this exercise is completed.