

## M5Media Copy Writing Services

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As we become more and more experienced in the field of building websites, we have become experts at identifying the factors that make a website a success. A big factor in determining both search engine rankings *and* overall success is good copy (the text on the website). There are many professional firms that offer this service but what we bring to the table is that we understand both how people read on the web *and* how search engines rank sites (hint, a lot of it has do with site copy).

### How this Helps You

- **Your Website will launch on time**, websites often launch way behind schedule due to lack of copy.
- **Your Website will look professional**. Websites often look bad because the site owner did not have time to develop quality copy or is not a proficient writer.
- **Your Search Engine Rankings will improve**. Websites don't get good search engine rankings (often) because of bad copy writing or lack of copy. Besides the page copy, we will also write the things websites require like page titles, descriptions, meta-data, etc.

To address this M5Media is introducing copywriting as a new service. After all... you've invested money in your website and naturally you want the writing to be as professional as the design and programming. We write copy that is

- **Optimized for Search Engines**
- **Optimized for Internet Readers** (people ready differently on the internet compared to a magazine for example)

These two factors are *critical* to the success of a site. Another thing to consider is that writing content that is *search-engine-friendly* is an art in itself and not something that the average person knows how to do. Google looks at many factors when ranking a site and a big one of those is content – plain and simple.

### How it Works

1. **Our development team identifies which pages you need to write copy for** on your website and **which search terms you would like to target**.
2. **Our copywriter comes to your office or home with this list and interviews you** about the different aspects of your company that needs to be written. They also collect any notes or documents you have pertaining to the text you want on the site.
3. **The copywriter then takes your notes, listens to the recorded interview, and uses it to write the copy.** (The copy is based on both the interview and search terms you want to target.)
4. **The copy is written**, approved by you, and inserted into the website.
5. In the event you want to make changes, we provide an easy way to do this, at no charge.

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**Pricing**

<b># OF PAGES</b> <small>(a page is considered 500 words or less)</small>	<b>PRICE</b>
1 - 3	\$150
4-7	\$200
8-10	\$250
10+	Additional \$25/page
Large	Call

If you would like M5Media to help you write your copy for the site, send us an email at [creation@m5media.net](mailto:creation@m5media.net)

Regards,

Mark Paschke  
Web Developer