

Web Copy Creation

Fully Managed Solution

Our team will create unique and engaging content to help your business stand out online. We will work with you to develop custom website copy for your new website.

What to Expect Next:



Scheduling an Onboard

Within 2 business days

Our Marketing Strategists will send you a **Confirmation Email** to confirm the receipt of your order along with a request to schedule an onboarding call at your earliest convenience.



Onboarding

Typically within 5 business days

Onboarding Call: Our Marketing Strategists will conduct an **Onboarding Call** with you to gather any additional information necessary to create your website copy.

- Discuss desired page layout and features
- Discuss target audience.
- Review vision and messaging.

Important: Please note that our team will not be able to begin work on your web copy until we complete this onboarding call.



Creation

10 business days after the onboarding call

First Draft: Based on the information provided during the onboarding call, our content strategists will develop a **First Draft** of the web copy. The timeline is as follows:

- If the onboarding call was completed before the first mock of the website is delivered, we will share the content with you in the second mock.
- If the onboarding call is completed after the first mock is delivered, the content will be added to the second mock 10 days after the onboarding call.

If any changes are needed, one round of revisions in a single email can be submitted by replying to the email.



Revisions & Edits

At the client's discretion

Revisions: If you have revisions or suggestions to make to the first draft, we'd be happy to make them for you. You can simply describe the revisions in one email, so please take this opportunity to review the entire site and point out any potential changes, edits, or other requests.



Publication

Within 2 business days

Publication: After the you've approved the copy and the site itself, our team will send you a **Publication Approval email**. This is your final opportunity to point out any potential development or copy concerns.

Important: You will be required to outline all errors in one email. Additional changes that require new copy or design changes will be charged at an hourly rate.

Please note that if no response is received in 2 business days, we will set your site live in accordance with our website solution guidelines.

Congratulations! Your web copy is now LIVE and on the World Wide Web: You will receive a confirmation email with a link to your website.

Important Notes:

- The content creation timeline of 10 business days begins from the day we complete the onboarding call.
- Timelines may vary based on client responsiveness and delays in providing the required assets.
Timeline is considered paused while waiting on customer response.
- The production timeline may be adjusted when larger copy or custom requests are added to an order.
- We require direct contact with the business owner via email and phone to ensure we deliver the web copy on the timeline outlined above.

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FAQs

Client Expectations:

- Provide necessary direction and detail during the onboard.
- Communicate efficiently with us to keep the project on track in order to meet the set deadlines.

How can I be sure the copy suits my business and brand?

Our skilled writers will cover a range of necessary questions and topics during the onboard to ensure we are portraying your business adequately. You will also have the opportunity to review and make suggestions or revisions to the copy before it is published.

What's the expected timeline to complete my web copy?

Once you've purchased the web copy add-on, you should expect to hear from our team within 2 business days to schedule an onboard via email. You will receive the copy for review at the second mock stage or 10 business days after the onboard, whichever occurs later.

What is the review process?

Once the onboard is complete, our team will create the copy and share it with your web developer to add to the second mock of the site. When the second mock is complete, both with design and copy, you'll have an opportunity to make any edits and suggestions. All requests must be submitted in one email to ensure timeliness and effective changes. If no response is received, we will set your site live with the domain provided.

How will you disperse the word count among the different pages?

Our team of content strategists will combine best practices and the information you provide us for each section to ensure your message is conveyed effectively.

Can I request more content later?

Absolutely! If you determine that you'd like more copy, you can definitely activate the product again. We'll schedule a call to understand your needs and discuss how to best create the content to meet your goals.

Is the onboarding call necessary?

Yes. In order to create content that suits the voice, tone, and target audience of any particular client, we require a 45-minute discussion with the business owner.