11.1 Content Writing Services

Unisoftwares offers professional content writing for blogs, websites, marketing materials, and SEO.

11.2 Content Types & Pricing

11.2.1 Blog Posts & Articles

Short-Form (500-800 words):

- Price: PKR 3,000 - 5,000 per article
- Use case: News updates, quick tips, social media long-form
- Turnaround: 2-3 days

Medium-Form (1000-1500 words):

- Price: PKR 6,000 - 10,000 per article
- Use case: How-to guides, listicles, educational content
- Turnaround: 3-5 days

Long-Form (2000-3000 words):

- Price: PKR 12,000 - 20,000 per article
- Use case: Ultimate guides, pillar content, in-depth analysis
- Turnaround: 5-7 days

Features Included:

- Keyword research and optimization
- SEO-friendly structure (headings, meta description)
- Plagiarism-free (Copyscape verified)
- 2 rounds of revisions
- Internal linking suggestions
- Royalty-free images sourced

11.2.2 Website Copy

Homepage: PKR 8,000 - 15,000 **About Page**: PKR 5,000 - 10,000 **Service/Product Pages**: PKR 4,000 - 8,000 each **Landing Page**: PKR 10,000 - 20,000 (conversion-optimized)

Process:

1. Discovery call (understand brand voice, audience, goals)

2. First draft delivered in 5-7 days

3. Client feedback

4. Revisions (up to 3 rounds)

5. Final copy delivered

11.2.3 E-commerce Product Descriptions

Short (50-100 words): PKR 500 - 1,000 per product **Long (150-300 words)**: PKR 1,500 - 2,500 per product

Bulk Discounts:

- 10-50 products: 10% off

- 50-100 products: 15% off

- 100+ products: 20% off

11.2.4 Marketing Collateral

Email Newsletter: PKR 4,000 - 8,000 **Case Study**: PKR 15,000 - 25,000 (1000-1500 words with data) **White Paper**: PKR 40,000 - 80,000 (3000-5000 words, research-heavy) **Press Release**: PKR 5,000 - 10,000 **Social Media Posts**: PKR 500 - 1,500 per post (caption + hashtags)

11.2.5 Technical Writing

API Documentation: PKR 20,000 - 50,000 (depends on complexity) **User Manuals**: PKR 30,000 - 100,000 (depends on product) **Knowledge Base Articles**: PKR 5,000 - 12,000 per article

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11.3 Content Writing Process

11.3.1 Step 1: Brief & Research (Day 1-2)

- Client provides brief (or we create brief based on discussion)

- Content writer researches topic (competitor content, industry trends)

- Keyword research (identify target keywords)

- Outline created and shared with client (optional approval)

11.3.2 Step 2: Writing (Day 3-5)

- First draft written following outline

- SEO optimization (keyword placement, readability)

- Fact-checking and citation (for data-heavy content)

- Internal peer review

11.3.3 Step 3: Review & Revisions (Day 6-7)

- Draft sent to client for review

- Client provides feedback

- Revisions made (up to 3 rounds included)

11.3.4 Step 4: Finalization & Delivery (Day 8)

- Final copy delivered in preferred format (Google Doc, Word, HTML)

- Meta description and title tag provided (for blog posts)

- Image suggestions or sourced images included

11.4 Content Strategy Services

11.4.1 Monthly Content Retainer

Starter Package (PKR 40,000/month):

- 4 blog posts (1000-1500 words each)

- Keyword research

- Editorial calendar

- SEO optimization

Growth Package (PKR 80,000/month):

- 8 blog posts (1000-1500 words)

- 2 long-form articles (2000+ words)

- Social media content (20 posts)

- Monthly strategy call

- Performance reporting

Enterprise Package (PKR 150,000/month):

- 12 blog posts

- 4 long-form articles

- Social media content (40 posts)

- 1 case study or white paper

- Email newsletter (4 issues)

- Dedicated content strategist

- Bi-weekly strategy calls

11.4.2 Content Strategy Consulting

One-Time Strategy (PKR 50,000 - 100,000):

- Content audit (existing content analysis)

- Competitor content analysis

- Content gap identification

- 6-month editorial calendar

- Content guidelines document

- Keyword mapping

Ongoing Strategy (PKR 25,000 - 50,000/month):

- Monthly editorial calendar updates

- Keyword research (ongoing)

- Content performance analysis

- Strategy adjustments

- Quarterly strategy workshops

11.5 SEO Content Guidelines

11.5.1 Keyword Optimization

- **Primary Keyword**: Use in title, H1, first paragraph, naturally throughout (1-2% density)

- **Secondary Keywords**: Use in H2/H3 headings, sprinkle in body

- **LSI Keywords**: Related terms that support main topic

- **Avoid Keyword Stuffing**: Natural, readable writing first

11.5.2 Content Structure

Title Tag (50-60 characters):

- Include primary keyword

- Make it compelling (include numbers, power words)

- Example: "10 Proven SEO Strategies to Double Your Traffic in 2025"

Meta Description (150-160 characters):

- Summarize article value

- Include primary keyword

- Call-to-action

- Example: "Discover 10 SEO strategies that helped our clients increase organic traffic by 200%. Actionable tips you can implement today."

Headings:

- H1: Main title (one per page)

- H2: Major sections

- H3: Subsections under H2

- H4: Further breakdown if needed

Paragraphs:

- 2-4 sentences per paragraph

- Use short sentences (15-20 words)

- Break up long blocks of text

Readability:

- 8th-grade reading level (Hemingway App score 8 or below)

- Active voice preferred

- Contractions okay (more conversational)

11.5.3 Content Length by Intent

- **Informational** (how-to, guides): 1500-2500 words

- **Commercial** (product comparisons, reviews): 1000-2000 words

- **Transactional** (product pages, landing pages): 500-1000 words

- **Navigational** (about, contact): 300-500 words

11.6 Content Quality Standards

11.6.1 Research & Accuracy

- Cite credible sources (government sites, academic journals, industry reports)

- Fact-check all statistics and claims

- No plagiarism (Copyscape and Grammarly checks)

11.6.2 Originality

- 100% original content

- Unique perspective or insights

- Not rehashing competitor content word-for-word

11.6.3 Brand Voice Consistency

- Match client's brand voice (professional, casual, friendly, authoritative)

- Use approved terminology and style

- Consistency across all content pieces

11.6.4 Grammar & Spelling

- Proofreading by editor before client review

- Grammar check (Grammarly Premium)

- Spell check (US or UK English as specified)

11.7 Content Performance Metrics

11.7.1 KPIs We Track (For Retainer Clients)

- **Organic Traffic**: From Google Analytics

- **Keyword Rankings**: Target keywords in top 10/20/50

- **Engagement**: Time on page, bounce rate

- **Social Shares**: How often content is shared

- **Backlinks**: Links earned from published content

- **Conversions**: Leads, sales attributed to content

11.7.2 Monthly Reporting

- Traffic trends (MoM growth)

- Top performing articles

- Keyword ranking improvements

- Recommendations for next month

FAQs (Content Writing)

Q1: How much does a blog post cost?
A: 500-800 words: PKR 3-5K. 1000-1500 words: PKR 6-10K. 2000-3000 words: PKR 12-20K.
(Source: Content_Writing_Service_Guide.pdf, Section 11.2.1)

Q2: How many revisions are included?
A: Up to 3 rounds of revisions included in all packages. (Source: Content_Writing_Service_Guide.pdf, Section 11.2.1)

Q3: Do you offer content strategy services?
A: Yes, one-time strategy (PKR 50-100K) or ongoing monthly strategy (PKR 25-50K/month).
(Source: Content_Writing_Service_Guide.pdf, Section 11.4.2)