



## 2009 Price List

### **Blogging 101- \$500**

Blogging is how many businesses are communicating with their customers. This eight hour “crash course” in blogging includes best practices, introduction to different blogging platforms, blog publicizing, blog monetization, and business blogging. Information from literature and blogger experience. Course for up to five people, \$50 each additional person.

### **Blogging 101 Mini (four hour course)- \$250**

**Blog maintenance** (updating blogroll, moderating comments, etc.)- \$50/hr

### **Business Facebook Page Creation- \$350**

With over 20 million users, Facebook has become the most important social networking site online. Fee includes creation of page and input of content (written content, photos, and a short video). Creation of page also includes the recruitment of your first 25 fans (must provide client list as a starting point).

**Weekly maintenance of Facebook page** (1/2 hour)- \$25/week

### **Twitter Account Creation- \$100**

Use Twitter to let clients, colleagues, and friends know the latest news about your business. Setup includes profile creation, photo upload, and a “tweet” about you to the Breaking Even network.

**Twitter maintenance** (sending daily tweets, networking with other users) - \$50/week

### **Search Engine Submission- \$100**

Have you told the Internet that your website exists? This service includes submission of your site to Google, Yahoo, MSN, and AOL (approximately 88%\* of web searches) and submitting your site’s feed to Feedburner.

### **Blog Directory Submission (general)-\$100**

Have you told the Internet your blog exists? Submitting your blog to directories is another way to drive traffic, especially in the important early stages of the blog. Includes submission to Technorati, BlogCatalog, Blogged.com, Blog Search Engine, Bloggapedia, and Blogflux. (Sites are subject to change as popularity changes).

### **Content Input- \$50/hour**

Inputting content into website or blog including writing, photos, and video. (Client must provide content.)

### **Written Content Creation- Custom Quote**

Create content for your website including keywords and concise writing to make your website accessible.

### **French Translation- Custom Quote**

Translate your content from French to English or English to French to increase site usability.

*Other services available upon request. Please email [nicole@breakingeveninc.com](mailto:nicole@breakingeveninc.com) for a custom quote.*

\* Source: Nielsen NetRatings, July 2006

\*\*All services offered remotely. Prices do not include travel.