

Website Content Management Packages

Keep your website current, on-brand and search-ready. Editorial planning, writing, publishing and content governance handled end to end – in German, English and French.

Features / Package Attributes	STARTER A steady publishing rhythm	GROWTH Consistent multi-format output	SCALE Publish at volume across markets
STRATEGY & PLANNING			
Content onboarding workshop	✓	✓	✓
Editorial calendar	Monthly	Monthly	Quarterly + sprints
Tone of voice & style guide	Applied	Applied	Created & maintained
Topic research & gap analysis	Onboarding	Quarterly	Monthly
CONTENT PRODUCTION			
Blog / insights articles (1,000–1,500 words, SEO & AEO ready)	2 per month	4 per month	8 per month
Landing / service page copy	–	1 per quarter	1 per month
Updates & rewrites of existing pages	Up to 3/mo	Up to 8/mo	Up to 15/mo
Case studies / whitepapers	–	–	1 per quarter
Editing, proofreading & fact check	✓	✓	✓
Plagiarism & originality check	✓	✓	✓
MULTILINGUAL CONTENT			
Languages covered	1	1	Up to 3 (DE/EN/FR)
Localization & native review	–	–	✓
Hreflang & translated slugs	–	–	✓
PUBLISHING & CMS			
WordPress publishing & formatting	✓	✓	✓
Featured & in-article visuals	Stock	Stock	Stock + custom
On-page SEO (titles, meta, alt text)	✓	✓	✓
Article & FAQ schema markup	✓	✓	✓
Internal linking & taxonomy hygiene	Quarterly	Monthly	Monthly
Archiving, redirects & versioning	–	–	✓
DISTRIBUTION			
Social post copy per article	1 per article	2 per article	3 per article
Newsletter / email adaptation	–	–	1 per month
Content repurposing (snippets, FAQs)	–	Basic	✓
REPORTING & SUPPORT			
Content performance report	Monthly	Monthly	Monthly
Editorial review call	Monthly (30 min)	Monthly (30 min)	Bi-weekly (45 min)
Revision rounds per deliverable	1	1	2
Dedicated account manager	–	✓	✓
Turnaround on standard updates	3 business days	2 business days	1 business day

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PRICING			
Total Monthly Cost (EUR)	€149	€349	€599
Minimum Engagement	3 months	3 months	3 months

Optional Add-Ons	Cost Type	Remark
Additional blog article	Per article	€110 per 1,000–1,500 word article
Additional language	Per month	€130 per language per month
Whitepaper / eBook	On Quote	As per scope of work
Custom graphics / infographics	Per item	From €55 per asset
E-commerce product data entry	On Quote	As per scope of work
SEO & AI SEO (AEO/GEO)	Per month	From €199 – see available Packages