



# Food Bloggers Services & Pricing Guide

- Jessica Montanelli -

# Welcome

I am happy you are here! I cannot wait to learn about your project and see how we can collaborate. I love to help other food bloggers reach their full potential and support each other in this fantastic community. There is nothing I enjoy more than cooking, photographing, and writing about food.

## ABOUT

My name is Jessica and I am a food blogger since 2013. In 2021 I joined Foodtography Academy to master the art of food photography and from 2020 to 2022 I've taken several SEO and Keyword research courses such as SEO Jumpstart, Adventures in SEO, Cooking with Keywords and I had an SEO Audit on my blog from MediaWyse. to improve content writing to achieve the best Google ranking.

Be sure to check my portfolio and my blog to see some recent examples of my work.

PORTFOLIO: [www.jessicamontanelli.com](http://www.jessicamontanelli.com)

BLOG: [www.cookingmydreams.com](http://www.cookingmydreams.com)



## LET'S CONNECT!



[www.instagram.com/jess.cookingmydreams](https://www.instagram.com/jess.cookingmydreams)



[www.pinterest.com/cookingmydreams](https://www.pinterest.com/cookingmydreams)



## SERVICES OFFERED

# GhostWriting

Writing good SEO food posts of 500 or 1000 words with ingredient information, step-by-step instructions, storage, equipment, variations, substitutions, and FAQ. Additional keyword research can be requested to be added to the content.

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# Food Photography

Ingredients shot, step-by-step process shots, and final styled photos of your recipes to match your blog style, either light or dark style.

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# Graphic Design

Design of Logos, Pinterest Pins, Custom PDF Printables, Recipe E-books, or other design needs.

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# Web Stories

Creation of web stories with 4-8 pages to bring Google traffic to your blog posts or recipe collections.

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# Organization

Do you need help keeping track of your blog? Let me help you by organizing all your existing blog posts and/or content calendar in an Excel Spreadsheet or Airtable with all relevant information to keep track of.



# GhostWriting

A good and optimized blog post can be incredibly valuable for your blog.

**SEO Optimized post = More Traffic = More Income \$\$\$**

I have extensive knowledge of the current best SEO practices and keyword research.

I have taken several SEO and keyword research courses and done a professional audit with an expert in the sector.

I can help you write new blog posts or update old blog posts. They can be either single recipes, cornerstone food guides (informational posts), or roundup posts.

The posts will be written with your voice, your templates, and your guidelines to ensure it's cohesive with the rest of your blog.

Below are mentioned the starting fees for the different types of blog posts, plus any additional extra that can be requested.

The exact fee including extras depends on the project and will be agreed together before starting, either via email or via Zoom call as you prefer.

After the initial agreement, we'll both sign a customized contract and I will write the first post for you. You can then provide all the feedback necessary to fine tune and make it perfect.

PACKAGES	FEE
• ~1000 word NEW blog post	60 USD
• Update an old post to the best SEO format	45 USD
• Round-up post (10-30 entries)	45 USD
• Cornerstone Food Guide ~2000 words	85 USD
EXTRAS	
• Keyword research and post layout formatting	+ 30 USD
• Additional 500 words	+ 15 USD
• Research on the topic/recipe/ingredients	+ 25 USD

# GhostWriting SAMPLES

Find below some recent sample examples of SEO Optimized blog post:

## RECIPES:

- <https://cookingmydreams.com/pasta-al-forno-baked-pasta/>
- <https://cookingmydreams.com/espresso-coffee-panna-cotta/>
- <https://cookingmydreams.com/mediterranean-couscous-salad/>

## ROUND-UPS:

- <https://cookingmydreams.com/10-italian-easter-desserts/>
- <https://cookingmydreams.com/recipes-with-goat-cheese/>
- <https://cookingmydreams.com/25-best-baked-pasta-recipes/>

## CORNERSTONE GUIDES (INFORMATIONAL):

- <https://cookingmydreams.com/bechamel-sauce/>
- <https://cookingmydreams.com/ultimate-guide-italian-aperitivo/>
- <https://cookingmydreams.com/how-to-make-ravioli/>



# Food Photography

It's said that people take just a few seconds to decide which link to open on a Google search page, and you know what's one of the deciding factors? Yes, a beautiful photo!

I've taken professional food photography courses to learn the best composition and color combination for an impactful food photo.

I can provide you with ingredient shots, step-by-step process shots, and 3-5 final images from different angles for you to choose your hero image for your recipe.

I can do both bright and dark photography styles, depending on your blog's signature style.

Below are mentioned the starting fees for the different types of photography packages, plus any additional extra that can be requested.

The exact fee including extras depends on the project and will be agreed together, either via email or via Zoom call as you prefer.

After the initial agreement, we'll both sign a customized contract before we start.

At the moment, I can only shoot 1 recipe per week.

PACKAGES	FEE
• 3-5 Final Shots from different angles	100 USD
• Full package with ingredient shot + 3-10 process shots + 3-5 Final Shots in different angles	250 USD
• AI-generated image (ingredient shot, or other)*	15 USD
<b>BUNDLES</b> (billed monthly)	
• 4 Full package recipes per month	800 USD /mo
• 2 Full package recipes per month	400 USD /mo
	+ 25 USD

\* The AI-generated image is a separate request. All the images from the other packages are shot with a DSLR camera of your actual cooked recipe



# Food Photography SAMPLES

BRIGHT & AIRY



DARK & MOODY



INGREDIENTS



AI GENERATED INGREDIENTS



PROCESS SHOTS





# Graphic Design

Whether you need just Pinterest Pins for your posts, some PDF Printables, or a beautiful E-book with a collection of your recipes to sell or to gift to new subscribers... I got you covered!

Before I was a blogger, I was a graphic designer. And I can create custom designs for you with Canva, Photoshop, or InDesign.

We can choose together the preferred style to match your blog's signature style.



## PACKAGES & INVESTMENT

- 10 Pinterest Pins per post
  - \$ 30
- PDF Printables of custom topics
  - from \$ 50
- E-book
  - from \$ 100

## TIMELINE

Depending on the project



# Graphic Design SAMPLES

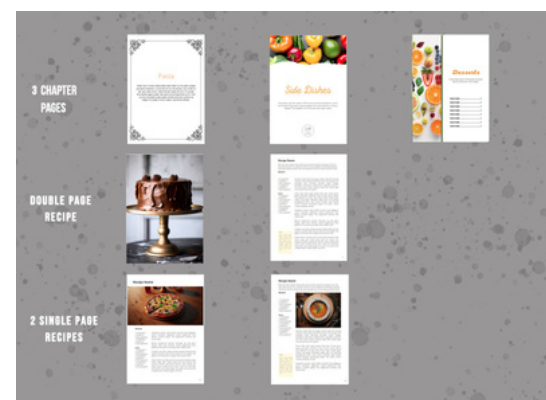
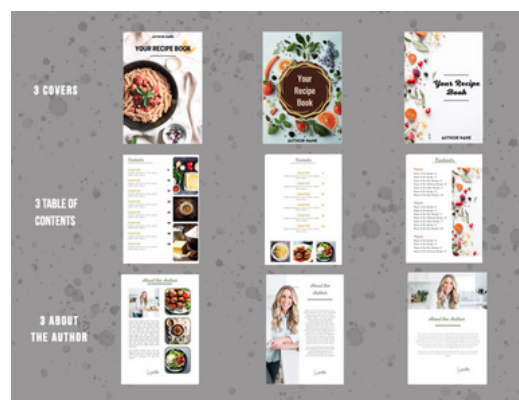
## PINTEREST PINS



## PRINTABLES



## EBOOKS / COOKBOOKS





# Web Stories

In our industry it's important to stay up with the new trends and currents.

Web Stories are relatively new and they can be incredibly effective!

One single Web Story can bring thousands of pageviews to a single blog post.

I can help you design and publish Web Stories for your blog posts, following the best practices to get the most traffic.

DISCLAIMER: Since Web Stories are not based on a clear algorithm like Google Search, I cannot guarantee that the Web Stories will go viral.



## PACKAGE INCLUDES

- 1 Web Story of 4-8 pages per blog post.
- Links, animations, and text on each page to get the most traction.

## INVESTMENT & TIMELINE

\$ 25 per Web Story

Max 5 per week

# Web Stories SAMPLES

## SHORT & SWEET

- <https://cookingmydreams.com/web-stories/pasta-al-forno-pasta-bake/>
- <https://cookingmydreams.com/web-stories/creamy-wild-mushroom-ravioli/>

## LONGER WITH STEP-BY-STEP

- <https://cookingmydreams.com/web-stories/bechamel-sauce/>
- <https://cookingmydreams.com/web-stories/ricciarelli-italian-almond-cookies/>

## ROUND-UPS

- <https://cookingmydreams.com/web-stories/easy-christmas-appetizers/>
- <https://cookingmydreams.com/web-stories/10-best-italian-easter-desserts/>





# Organization

Everything is easy when you only have a handful of blog posts, but the more they increase, the more it becomes difficult to keep track.

Organization is one of my strong suits and I can help you organize all your blog posts in an Excel file or in an Airtable table with all the info you need to easily access, such as Url, Category, Description, and other relevant info such as what needs to be updated.

This kind of organization will save you and your Social Media VA a LOT of time!



## INVESTMENT

\$ 25 per hour

+ Add or import				
Grid view 2 hidden fields Filter Group Sort Color Share v				
le	A Post URL	Date Published	Pir	
non-pet-bunda	<a href="https://cookingmydreams.com">https://cookingmydreams.com</a>	10/7/2021	This is	
oritz	<a href="https://cookingmydreams.c...">https://cookingmydreams.c...</a>	25/7/2021	You m	
il Sugo" - 15-minute Meatballs in Tomato ...	<a href="https://cookingmydreams.c...">https://cookingmydreams.c...</a>	12/9/2021	Polpet	
accia	<a href="https://cookingmydreams.c...">https://cookingmydreams.c...</a>	26/9/2021	A soft	
so" Sun-dried Tomato Pesto	<a href="https://cookingmydreams.c...">https://cookingmydreams.c...</a>	3/10/2021	"Pesto	
le ai Funghi" - Wild Mushroom Pappardelle	<a href="https://cookingmydreams.c...">https://cookingmydreams.c...</a>	17/10/2021	This w	
lapoletana" - Cheese and Meatball Lasagna	<a href="https://cookingmydreams.c...">https://cookingmydreams.c...</a>	25/10/2021	A deli	



*Ready to get started?*

# Let's work together!

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## HOW TO BOOK

Please send me an email with information about your needs and/or your vision.

We can discuss together the timeframe and I will send you a proposal and a contract once agreed.

## CONTACT INFORMATION

Send me an email at

**[jessica@cookingmydreams.com](mailto:jessica@cookingmydreams.com)**

CONTACT ME

## NOTE

While we discuss the details of the project together, understanding your requirements, some of the things that we will need to discuss in order to provide you with a proposal are:

- What is your niche
- Who is your audience
- What is your blog style and voice
- What's your preferred method of communication to work together
- Decide on a workflow that works for both of us
- How can I help you
- **What is important to you**

I look forward to hearing from you about your blog!