

Ten finished articles, edited by a human, in thirty days

Austen turns a brief you approve into a finished article optimised for search and for AI answer engines. A professional editor at Proofed edits every one and returns it as tracked changes. One payment of \$2,500.

\$2,500
One payment. No subscription, nothing to cancel.

10
Finished articles, each from a brief you approved first.

30
Days from kickoff call to the last delivery.

What you get

Ten briefs to approve	Angle, audience, search intent, structure and word budget. Nothing is written until you say yes, which is the cheapest place in the process to disagree with us.
Ten finished articles	Researched against live sources, written in your brand voice, and held to the word budget in the brief.
A human edit on every one	A professional editor at Proofed edits each article and returns tracked changes on the original. You accept or decline line by line.
Two scores on every article	Every article is scored against a search rubric and an AI answer engine rubric, then improved against its own scorers. You see both scores, and we tell you when either is below target.
Delivery, and publishing if you want it	Take the files, or we publish straight to WordPress. Hero images, social posts and translations come off the same articles.

How the thirty days run

Day 1	Kickoff. Thirty minutes. Your audience, your goals, the pages we learn your voice from, and who approves.
Days 2 to 5	Briefs. We send ten. You approve, change or reject each one. This is the only part that needs your time.
Days 6 to 20	Drafts. Researched, written in your voice, scored and improved against both rubrics.
Days 10 to 28	Human edit. A Proofed editor edits every article and returns tracked changes.
By day 30	Delivery. Ten finished articles, published to your site if that is what you want.

Why this and not a cheaper tool

Nobody else in the software category employs editors AI writing tools sell you a draft, and several are very good value for drafts. If you can publish an unedited draft, buy one. Most teams cannot, and the edit is what the price is for.	The brief is approved before anything is written Which means an article that arrives wrong is a brief problem you can see coming, not a surprise at the end of the month.
Written for search and for assistants Two published scores, not a promise. An article that will not clear target is flagged to you rather than quietly delivered as if it had.	You own all of it Articles, briefs and images pass to you outright on payment. We keep no reuse right and will not name you without your written consent.

What it costs compared with the alternatives

OPTION	PER 1,500-WORD ARTICLE	WHO EDITS IT
AI writing tools	\$2.39 to \$5.27	Nobody
AI plus human hybrid services	About \$90	A freelance writer
The Austen pilot	\$250	A professional editor at Proofed, as tracked changes
Professional ghostwriting rate card, 2026	\$225 to \$450	The writer
Average agency content retainer	\$3,209 per month	Varies

Prices as published by each provider and checked on 4 September 2026. Sources available on request.

An honest word about where we are. Austen is new and we are not going to invent a customer for you. What we can tell you is who does the editing: Proofed, an established editing business whose own site names SoFi, Pinterest, Emeritus, Samsung, Substack, Forbes Books, the Financial Times, Fujifilm and JP Morgan Chase as clients of its editing work. None of them uses Austen and we are not suggesting otherwise. You would be early, and the pilot is structured accordingly: you approve every brief, you see every edit, and if a piece is not right we keep working on it.

Next step

Tell us your two closest competitors on content and we will run a content gap analysis on your site: the subjects they rank for and you have nothing on. It is free, it is yours whether or not you buy anything, and it takes us a couple of days.