

## Superior Customer Experience Starts with Great Content

One of the most overlooked aspects of a website redesign is content. If we did nothing else but look at the way content is structured and written on your website, we would get a significant lift in traffic, engagement, page views and more.

The challenge, however, is that most agencies rely on staff from many different departments to contribute content to the website. Unfortunately, most of your staff are not formally trained in writing for the web and web accessibility, which is different than most forms of writing.

Vision is an expert in this field, having worked with more than 100 government agencies. We provide a variety of offerings depending on the needs and resources of your agency, ranging from hands on training of your staff, to more extensive consulting, to full-service editing, revisions and manual accessibility testing of your content.



### Writing for the Web Training

This workshop introduces best practices for creating content that best suits your customers' (residents) needs. Following the session, we'll provide your content editors with resources and guides to help reinforce concepts they learned.



### Content Consultation

A content consultation is included with the onsite training. This process begins with an analytics report that summarizes the top pages and other insights from your current site. The analytics report serves as a jumping off point and allows us to tailor our hands-on training to your content, collaborating to improve webpages that will make a material difference to overall performance.

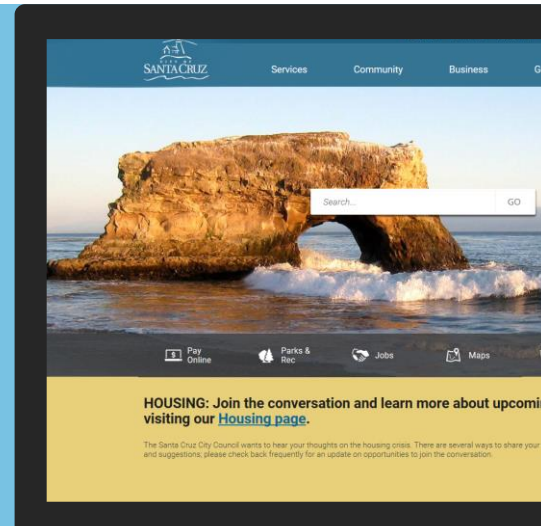


### Content Audit and Revision

Agencies are often frustrated that they're getting a new site design and

*"We definitely needed Vision's content training. Yes, it was an investment of time and money, but it was absolutely worth it."*

Kimberly Ramirez,  
IT Project Manager  
City of Santa Cruz, CA



information architecture, but the content is old and they don't have the time – or the skills and authority – to do an audit and revision themselves. To help, we will review, assess, and rewrite your pages to comply with both content strategy and WCAG 2.0 AA best practices.



### Web Accessibility Consulting

Creating and maintaining an accessible website is not only good to do, it's the law. To help your content editors create and maintain an accessible website, Vision uniquely offers:

**Onsite training on web accessibility standards** – This training is designed for content editors. It will cover education on the current standards, why they are important and how to create and maintain compliant content.

**Reformatting Agency Pages** – reformatting of pages to comply with WCAG 2.0 standards.

**Accessibility Policy** – Guidance on developing an agency accessibility policy.

**Manual Testing** – Because automated accessibility scanners can miss the true experience of a customer with a disability, Vision recommends manual testing of the site's top tasks. Vision partners with a tester to provide a user experience report from the perspective of people with disabilities, including remediation recommendations.

## Pricing & Packaging

Content Strategy Packages				
Deliverable	Basic	Standard	Plus	Premium
Content strategy overview via webinar	X	X	X	X
<b>Best Practice Guides:</b> Content development and migration; writing for the web	X	X	X	X
<b>Exercise materials:</b> Website persona; communicating with your audience; task process evaluation	X	X	X	X
On-site content strategy and plain language writing for the web training customized for the agency, including group exercises updating the agency's content		X	X	X
On-site consultation and process meeting to create a custom content strategy process			X	X
Web analytics report detailing content strategy opportunities*			X	X
Revise 100 web pages of agency's choosing to comply with content strategy best practices				X
	<b>Included</b>	<b>\$5,000</b>	<b>\$12,500</b>	<b>\$17,500</b>

\* Available only if Vision is granted access to agency's analytics

Accessibility Packages				
Deliverable	Basic	Standard	Plus	Premium
Design website in compliance with WCAG 2.0 standards	X	X	X	X
Test website to WCAG 2.0 standards using automated tool	X	X	X	X
Remote training of content editors in accessibility standards	X			
Training in accessibility-focused CMS functions		X	X	X
Reformat agency's pages to comply with WCAG 2.0 standards		25	250	250
On-site training on web accessibility standards designed for content editors, including what the standards are, why they are important and how to create compliant content		X	X	X
Develop agency's accessibility statement		X	X	X
Provide guidance on developing an agency accessibility policy				X
Manually test accessibility of new site's top five tasks for a disability of the client's choosing (vision-impaired, hearing-impaired, difficulty using a mouse, cognitive disability) and provide report with remediation recommendations				X
	<b>Included</b>	<b>\$5,000</b>	<b>\$10,000</b>	<b>\$15,000</b>