



Effective Websites Start with Effective Content

The most often overlooked and undervalued part of your website's usability is arguably its most important: content. Even a visually stunning website will not be effective if the information within it is difficult to find and understand.



Training and Consultation for Your Staff

Vision's content strategy services address both training to teach your editors how to write more effectively for the web and comprehensive consultation to help guide decisions about what content should be published to your site.

Our expertise will help your staff create customer-focused content that will be easy to scan and use:

Internally Focused

ALARM PERMITS

In 1987, the City Council enacted an ordinance, Section 22.4.7 ABC, requiring all residences and business having alarm systems to obtain a permit for the alarm system.

SECTION 22.4.7. PERMIT REQUIRED.

a) No person shall install or have installed or maintain on any premises under his control an alarm system without first applying for and obtaining an alarm system permit therefor in accordance with the provisions of this Chapter.

b) No alarm system installer or alarm company shall install an alarm system unless a permit under this Chapter has been issued and remains in force for the location. In order to obtain a permit a fee must be paid.

The Ordinance also provides a section that states "No alarm system permit fee shall be charged for issuance of a permit where the applicant is sixty-five (65) years of age, or older, or physically disabled and who resides at the location for which the permit is requested."

Customer Focused:

RENEW A PERMIT

Annual alarm registration is \$18 and can be completed by choosing one of the methods below. If you have questions, you can reach us by phone at (310) 555-5555.

ONLINE APPLICATION

MAIL-IN PAYMENT

SUBMIT

DID YOU KNOW?

The City requires residences and businesses with alarm systems to maintain an alarm registration (permit) recorder with the City. Unregistered alarm systems and outdated alarm user account data, such as contact information, can result in emergency response delays and unnecessary fines. Please help our City to remain safe by keeping your alarm system registered and in good working condition.



Available Services

- Writing for the Web Training
- Content Strategy Consultation and Governance Plan Development
- User Task Assessment and Consultation

Vision visioninternet.com/contentstrategy to learn more