












## content consulting package

	Basic	Standard	Plus
<b>Price</b>	Included	\$7,500	\$17,500
 General content strategy overview (1 hour via WebEx)	✓		
 Content development and migration best practices guide	✓	✓	✓
 Website content best practices guide	✓	✓	✓
 Website persona exercise materials	✓	✓	✓
 Communicating with your audience exercise materials	✓	✓	✓
 Task process evaluation exercise materials	✓	✓	✓
 Writing for the Web textbook		✓	✓
 Customized, on-site plain language exercise		✓	✓
 Customized Writing for the Web training for your municipality (1 day on-site)		✓	✓
 Content strategy evaluation & process meeting to create a custom content strategy process (1 day on-site)			✓
 Analytics report *			✓

\*Available only if Vision is granted access to view analytics