

# WEBSITE REDESIGN

Hitt.com - Request for Proposals

# HITT

## Request for Proposal (RFP)

HITT Contracting – a top national commercial general contractor headquartered in the greater Washington, DC area – seeks proposals from web development agencies to redesign and redevelop the HITT website (<https://www.hitt.com/>) and associated CMS. This process will include an in-depth discovery phase to understand and align the messaging of HITT with its priority audiences, and to determine the most intuitive and compelling way: 1) to tell its story and further cement its brand in target markets, 2) generate an increase in relevant leads, and 3) for key audiences to navigate its content.

HITT is targeting the re-launch for June 2022 or earlier.

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## 1. Proposal Timeline

RFP Issued: July 2, 2021

Q&A Session: July 22, 2021, 2:30 p.m. EDT (invite available upon request)

Response Deadline: August 9, 2021

Proposal Review: August 10, 2021 to August 18, 2021

Interviews: August 30, 2021 to September 3, 2021

Selection / Notification: September 7, 2021

Payment terms to be agreed to by both parties on the week of selection. Work to begin immediately after selection and contract finalization.

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## 2. Contact

If you, as an agency representative, have any questions or clarifications while reviewing this RFP, you are requested to submit them to Scott Greenberg, Director of Integrated Marketing Communications (sgreenberg@hitt-gc.com) at least one week prior to July 22, 2021 with the subject line reading "HITT Website Development Question - FIRM NAME." Additionally, HITT Contracting will host one live Q&A session for interested applicants on July 22, 2021. All applicants who submit questions, or indicate interest, will receive the call-in details. All answers to all questions will be available to all respondents upon request, after July 22, 2021.

## 3. About HITT Contracting & the Objectives of the Re-Launch

In 1937, HITT Contracting was founded by Warren and Myrtle Hitt as a small family business that has expanded to be among the top 40 largest general contractors in the nation. With deep roots in Washington, DC, our national presence has grown to include offices in Atlanta, Charleston, Dallas, Fort Lauderdale, Houston, Los Angeles, New York, Raleigh, Richmond, Santa Clara, and Seattle. Our growth is client-driven and our success as a national contractor is a result of strong bonds we form with our clients, partners, and subcontractors. HITT's 1,100+ construction professionals provide our clients a wide range of services—from base building construction and renovation, to corporate interior fit-outs, to service and emergency work. With annual revenues of \$2.49 billion and growing, it's more than construction. We are building dreams, shaping possibilities, and defining the places that surround our lives. At HITT, we believe that those who care the most about the little things care more about everything. We are passionate about the details—they make the difference between a good and a great project. We are committed to delivering positive, seamless construction experiences for our clients and focus on every little detail to bring visions to life. People are our passion—we build places that matter, while forging relationships that last. We're not bound by the bottom line and understand that when our clients succeed, we do too. Real success means anticipating our clients' needs, asking the right questions, and delivering solutions that last. The HITT way of doing business—fulfilling client goals and needs while delivering high quality, timely construction and service projects—has helped us achieve a repeat client rate of more than 85 percent.

We build great projects for great organizations, and we simply couldn't imagine doing anything else.

Our company is built to be a trusted general contracting partner to our clients in all phases of their growth and life cycle. HITT provides clients with expert teams specializing in particular project types—base building, corporate interiors, government, healthcare, hospitality, law firms, multifamily, technology, and more. But we know success requires more than just boots on the ground, which is why we offer our clients strategic services including preconstruction, estimating, sustainable construction, and virtual construction. We have a dedicated innovation incubator called Co|Lab, where we research and test emerging materials, approaches, and technology that will rapidly transform the construction and real estate industries. We embrace the latest thinking in tools, technology, and innovation, and invest in the processes and resources that help our clients achieve exceptional outcomes. At HITT, we have the energy to challenge the impossible and the dedication to make it happen.

HITT's resources and reputation allow us to broaden our reach, while our core philosophies and principles keep us consistent, connected, and focused. Our standards for safety and quality never falter, regardless of the size, location, or speed of the project. Currently boasting an experience modification rate (EMR) of 0.67,

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HITT has been honored with hundreds of awards for both safety and quality craftsmanship by industry associations and publications across the nation. Every project is delivered through HITT's proven methods and principles, with dedication to safety and the highest quality. We keep working, keep building, and keep striving, while never losing sight of where we began.

## 4. Proposal Guidelines & Requirements

This request for proposals serves to initiate an open and competitive process. The proposal must contain the signature of a duly authorized officer or agent of the agency submitting the proposal. If you wish to submit alternate solutions, please do so.

Proposals must include time frames for completion of phases listed in the process definition in Project Scope & Process. Time frames will be part of the contractual agreement; a realistic and reasonable time frame for completion is requested. The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your agency requires the hiring of subcontractors, you must clearly state this in your proposal, and provide biographical information within the proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal, please provide the name, address, and EIN of the subcontractor.

HITT Contracting will not refuse a proposal based upon the use of sub-contractors, however we retain the right to refuse the sub-contractors you have selected.

Agency must not have worked with a direct competitor within the last five business years. Agency must sign a non-disclosure agreement prior to the start of any work. All property created as a part of this scope and website creation process is owned by HITT Contracting.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

## 5. Project Purpose & Objectives

We are looking to develop and launch a new comprehensive website for HITT Contracting to use for the next 3-5 years. Part of the decision during the discovery phase will be to align the HITT messaging with its priority audiences and to determine the most intuitive and compelling way to: 1) tell HITT's story, prowess, and differentiators in the industry; and 2) for users to easily navigate its content.

### **The overall objectives of the web re-launch are to:**

Position HITT as a national leader with premier offerings and approaches in the construction industry, whose strategic services have national reach within 10+ major build project types, by developing a website that is equally accessible to key revenue and reputation audiences and:

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- 1) Tells the HITT story and approach in an intuitive way, not only capturing our broad scope of work, partnerships, and impact across the United States, but also going beyond, to tell a clear, compelling, and cohesive narrative; positions HITT as an industry and thought leader for what is now and what is next.
- 2) Generates qualified leads and is structured to support early conversations with prospective new clients
- 3) Connects with users where they are, using smart but clear language, taking the user through the “how”, the “why” and the “what works” of HITT’s impact in select/recent marquee projects, 80+ years of construction expertise, differentiators, research, programs, and impact; shows a best-in-class visualization of our customer experience.
- 4) Creates a bespoke user experience, offering targeted, data-driven and relevant content and pathways, specific to individuals across a variety of audiences, determined in discovery, but such as:
  - Prospective customers and clients per business offering (website as a key extension of the HITT brand AND a functional sales tool)
  - A new class of clients and emerging decisionmakers in major US companies
  - Architects
  - Subcontractors (current and prospective)
  - Pipeline of talent
  - More

HITT would like the selected agency to utilize its existing Google Analytics – as well as interviews with executive staff, key stakeholders, and individuals who are not familiar with HITT’s work – in order to guide the redesign process, build traffic and lead generation, and maximize the engagement of key audiences, positioning the website as a destination for HITT’s innovative and robust portfolio, dependable professionalism, and client-contractor collaboration, clarity, and trust.

We expect the discovery phase will serve to deepen the contracted agency’s understanding of HITT’s vision, positioning, and impact, as well as to explore needs and solutions outlined in this RFP, as well as those not covered here. Through the discovery process, the agency should guide key HITT players, partner staff, and partners through an exploratory process to re-establish the primary goals and engagement objectives of the website; to define and prioritize the intended audiences and desired actions for them to take; and to map out the specific needs of the website, prior to moving into a design stage.

Requested elements of discovery include, but are not limited to, a review of the existing website, existing marketing strategy and customer experience mapping, tapping into our current vendor relationship with CX Pilots to align to recently codified brand promise, journey maps and segment personas, a competitive analysis of regional and national competition and best-in-class web experiences of leaders outside of our industry, and more.

**We seek to redesign HITT’s website with the aforementioned key elements and to accomplish the following objectives:**

- Key prospective client relationship forming
- Portfolio of work enhancement to be more experiential and bespoke

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- Provide users with an intuitive way to navigate through the HITT story and professional methodology – our approach, our history, our impact and the depth, breadth, and focus of our work – which is equally accessible to expert and non-expert audiences.
- Provide an accessible and engaging interface offering clear, targeted, and relevant information to individuals across a variety of audiences, with the aim of deepening relationships and engagement with current visitors, and facilitating new relationships.
- Develop the CMS in a way for communication staff – across our core marketing verticals (communications, creative, pursuits) – to easily manipulate content display on the site and manage updates across all page types. (WordPress preferred)
- Effectively communicate the relationships among, and increase traffic to, the HITT affiliated project and partner websites. (Client recognition through SEO and strategic linking to deepen our relationships)
- Increase website traffic to the site, as well as improve time-on-site, and pages-per-visit analytics. (Open to a firm that recommends SEM plan and SEM management)
- Optimize SEO and sitewide meta-tag best practices.
- Include the technical capacity to integrate our CRM (specific experience with Microsoft Dynamics preferred) with automated internal actions, and automatically build profiles of qualified leads, including information such as name, organization, email, phone and more.

## 6. Project Criteria

### Technology

HITT Contracting is committed to an open source solution for its needs. Priority consideration will be given to WordPress. Web hosting must be provided by an entity other than the selected vendor, yet migration and hosting negotiations must be managed by vendor. FTP access and permissions will be provided to HITT Contracting upon delivery of the project. The vendor must also set up Google Analytics, and facilitate the integration of Dynamics and custom forms (to be determined during discovery).

### Back End and Structure

- The CMS employed will enable HITT to operate its online presence ([www.hitt.com](http://www.hitt.com)) as a platform for distributing its content and promoting its product/service/company. Key metadata, SEO needs, and other standard content promotion and indexing technologies must be used.
- Case studies (portfolio), articles, blog posts, documents, and research data must be retained within the same content pool, using a consistent tagging system, so that they may be placed in portals for different user types.
- It is a priority for HITT communications staff to be able to edit the website to the extent possible (including stories within sidebars, homepage, etc.) throughout the site.

## Design

- Overall, the new design should be clean, savvy, and smart. Home page design must be the best-in-class definition of structure and design, determined from a digital competitive analysis of national and regional industry players, agency portfolio, and the discovery process.
- Multimedia (HTML5, background animations, video, photo slideshows, podcasts) must be accommodated easily across page types.
- Virtual and augmented reality should be given some weight, as emerging technologies will help prospective clients better understand the physicality and tangible elements of our business from anywhere in the world.
- Readers should be able to easily follow topics of interest (categories/tags, authors, etc.); in that vein, related content independent of content type should be displayed.
- The website must be fully responsive and designed to work across all major browsers and devices including mobile and desktop.
- Strategic integration and shareability of social media functions are preferred
- A user experience designer should be involved in the design/mapping phase to ensure cohesion between design intent, impact, and audiences. HITT also engages a CX firm; their findings and collaboration should be included into the discovery conversation, where applicable.

## Business Needs

- Integration with the current email marketing service (Emma [myemma.com]) to build segmented newsletter audiences
- Integration with the current email marketing service (Emma [myemma.com]) to build a proprietary system that allows HITT team members to pull abbreviated versions of case studies from the web into business development “leave behind” or “thank you” emails
- New web experience should have a materially positive increase on generating new qualified leads
- A highly advanced and accessible search to find key content and portfolios based project type, territory, and more
- Possible inquiry direct-assign functionality to traffic incoming lead requests to pursuits managers in real time, with CMS integration
- A possible subcontractor portal (decision to be made during discovery)
- A prospective client-only portal that helps clients understand their support team (with direct contact information), portfolio of work, and financial snapshots with a user-specific digital experience that lives in tandem with their proposal documentation
- Folding in one non “HITT Contracting proper” vanity website for our research and development incubator and accelerator side of our business, called Co|Lab. The website can be found at <https://colab.build/> and needs to be a part of the hitt.com experience.

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## Ongoing maintenance and support

- Include the technical capacity to support HITT staff with ongoing web support, code alteration as the website scales, and a POC for digital needs.
- Include trainings to HITT staff members who will be managing the site content.

Site functionality should facilitate in-house additions and changes over time. The agency should include recommendations ongoing website maintenance and troubleshooting support following the site's launch, and a separate contract for maintenance and support, based upon an estimate submitted as part of the proposal.

We require a mutually agreed upon warranty period to be included in the final contract.

## Additional specifications

HITT Contracting encourages creativity in the proposals submitted; however, there are certain requirements for the website project:

- All copy/content on the existing website needs to be either overhauled or updated with consideration of the new wireframe and site architecture, then migrated into the new site structure. New pages created will need copy to be written by agency and approved by client. HITT will provide brand, messaging, and style guide.
- The site should be developed to meet all federally mandated access requirements (including the US and European Union Data Regulation).
- Site must be built in accordance to the Web Content Accessibility Guidelines and validate to W3C CSS and HTML standards

## 7. Project Scope and Process:

The scope of the redesign/redevelopment project includes, but is not limited to:

- Redesign within current branding (HITT is open to a firm that proposes brand enhancements to current brand/messaging based on discovery or proposes a site architecture that can easily adapt to and incorporate new campaigns)
- In-depth site planning, national and regional competitive analysis, and discovery process
- Editing and creative content support for main pages of the website
- Selection, development, and customization of CMS
- Import and modification of preexisting content from current CMS
- Creation of new content, as needed, from agency copywriting team, to fit new elements within the new site wireframe/sitemap
- Delivery of site to new or existing hosting provider



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- Agency QA/UAT of new site, including a beta testing period and a means by which (internal/beta) users can report on glitches, and user experience.
- Training and documentation on management of new CMS, widgets and custom features

## **The process we roughly expect is as follows:**

- **Discovery/Planning**

Guide us through a process to identify the strategy for the new website. Confirm goals, audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief. Think deeply and propose the user experience that will engage our audience and help us achieve our goals. We expect the chosen vendor to conduct market benchmarks, emerging best practices that define the future of web experience, competitive analyses, interviews with staff members, as well as key stakeholders, and those who do not already know HITT's work, to gain a deeper understanding of our offerings and unique business approaches.

- **Site Definition and Web Flow**

Propose website information architecture and create a functional "skeleton" of the new website to illustrate how content elements and navigation will be presented on key site page views. The design of the prototype pages should keep focus on structure and function. In addition to the web flow, develop "content mapping" to review with the HITT team. (HITT requests a method of capturing the specific and distinct content elements that are included on each page, which will become the basis of formalizing completed website copy.

Review the content mapping and web flow to identify possible gaps in content and/or navigation and structural issues that are better addressed earlier in the process.

Propose website information architecture

- **Site Design**

Establish a graphic look and feel, user navigation, home page, and main navigation templates for each of the main navigation links. This should be based upon the goals identified in the Discovery/Planning phase. The chosen vendor must provide at least three (and no more than four) home page design mock-ups for consideration by HITT Contracting.

- **Content Development**

After content mapping, HITT requires the engagement of a copywriting team to migrate existing text, update existing text to best align to the newly established CX and journey mapping documentation (to be provided at start of project) and discoveries made, or create original text to fit the site skeleton

- **Development**

The website developed by the successful candidate must meet the guidelines described in Project Purpose, Objectives & Criteria.

Create a development platform for the new website to build the site based on approved flow, content and design. The site will be a content management system [WordPress preferred] using the approved design and populated with the approved content. Define how the content management system displays pages on various browsing devices.



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A dedicated point of contact to be made available to provide information and coordinate with key senior HITT staff, including a reasonable number of meetings (in-person preferred) to present design and development solutions.

- Testing

Proposals should outline a plan for testing the site on all applicable platforms during development to ensure it works as promised, including a means by which first agency then client users can report on glitches and give feedback on the user experience, etc. Confirm the site appears and behaves correctly on browsing devices; validate standards.

Ensure themes are all built and content is complete, accurate, approved, and formatted according to style guidelines. Test all links and pathways to pages and other assets.

- Training and Documentation

The chosen vendor will be asked to provide training for three to four HITT Contracting staff members on use and maintenance of the CMS system and any necessary APIs. Provide succinct documentation about the website as developed, including a summary of key configurations, and summaries of any custom code, plugins, or modules created for this project.

- Delivery

Provide HITT a link to view the complete development site, hosted on agency servers, for review and testing. Delivery and uploading of site to the host server. Provide support for any problems that might emerge during and after launch.

Candidates will be chosen in large part based on their description of how the overall process will be managed, and their proven ability to successfully complete stages within expected timeframes and budgets.

## Launch

Install the site on HITT's hosting platform, and make any necessary updates to point the domain names to the new site.

HITT requires agency to request written agreement that the site is approved for agency to launch the site. Agency to test for proper operation and resolve any issues arising as a result of launch.

## 8. Current Website

The existing website is the only website representation of "HITT Contracting proper," excluding pilot initiatives/microsites with partners, acquired HITT companies or organizations, HITT Holdings Company, or other HITT entities. The website is currently managed by REQ (<https://req.co/>), hosted by Acquia, with domain services through Network Solutions. The current website is built on Drupal. As the site is now about eight years old and has grown to over 75+ pages, with a large library of image and portfolio resources, the architecture and navigation have become increasingly complicated and difficult for a new user to navigate.

The design of the current website is "good, not great," and may be inadequate for HITT's quickly growing audiences, communications, and revenue goals (e.g. facilitating a stronger relationship with our audiences and

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making the web experience a core element of the client-contractor experience). It is also missing a UX that allows a new visitor to very easily gain a comprehensive and navigable understanding of the size, scope, and focus of HITT and its premier business model.

- HITT Website Analytics (May 2020 – May 2021)

In 2020, HITT experienced a 51% increase in total visitors to its website year-over-year. Over the last year, HITT's website had 230,340 users, 287,925 sessions, averaged two pageviews per session, average visit duration of 1:09, and a bounce rate of 66 percent.

Top inbound sources of traffic include around 30 percent attributed to direct traffic, nearly 40 percent from organic search such as Google, Bing, Yahoo, and DuckDuckGo, paid advertising in The Business Journals, HITT's direct emails from MyEmma, LinkedIn and Facebook. Significant traffic to HITT.com also comes from HITT's team members signature lines and internal communication channels such as Sharepoint and internal emails.

- Top Pages Viewed:
  - [Every Little Detail](#)
  - [Team](#)
  - [Projects](#)
  - [Contact](#)
  - [Careers](#)
  - [Committed to What's Next](#)
  - [News Hub](#)
  - [Experience HITT](#)
  - [Employee Links](#)

## 9. Support

HITT Contracting would ideally like to develop a long-term relationship with the selected agency for:

- Ongoing support with an account lead and web expert.
- Prompt and automatic hosting support and software updates.
- New website upgrades, website feature scaling/development, and "a la carte" projects.
- Training of new staff, as needed.
- Monthly review of website analytics and goals, long-term digital strategy.
- SEO quarterly planning, optimization and execution (budget based on demand, to be determined by agency during discovery with client right to decline) to parallel HITT's market presence.

## 10. Budget

Budgets should reflect thorough and detailed pricing that indicates costs for each stage outlined above, or the comparable process/stage that the vendor works with. Lump-sum budgets will not be considered.

HITT Contracting's available budget for the entire process is not to exceed \$150,000 USD.

## 11. Contract Terms

HITT Contracting will negotiate contract terms upon selection. All contracts are subject to review by HITT's legal team, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

## 12. Proposal Requirements

- Include a short (no longer than one-page) cover letter with a statement of interest in this project, detailing why your agency is a fit, and a top-line overview of how you would approach this project and the relationship, and your agency ethos.
- Provide a list of all clients from the last ten years, and your Dun & Bradstreet number, if applicable.
- Profile five websites your agency has produced that best reflect your work and relevancy to this project. List the role your agency played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation. At least two of the websites should reflect similar design standards and functionality as outlined in this request for proposals.
- Describe your experience in producing a relevant organization's website. Sharing additional experience in producing sites for companies with best-in-class/premier products or services is a plus.
- Provide current reference information for three former or current clients. One reference must be from a relevant organization (as mentioned above).
- Describe your agency's project management and strategic relationship process. The successful agency will be chosen based largely on its ability to demonstrate efficiency, collaboration, creativity, and productivity in their process, as well as to adhere to the specifications laid out in this request for proposals.
- Briefly describe your agency's organizational capacity to produce our websites (e.g. departments and staff, equipment, software, physical space, office location, animation, video editing, artistic approach, etc.).
- Provide an agency profile including size of staff, length of time in business, core competencies, and organizational chart.
- Describe what type of team will be assigned to this project. What will each person's role be? Please include a brief background summary for each key staff member assigned to this project. In addition to other team

members, a user experience designer should be included in the design/mapping phase to ensure consistency between design intent, impact, and audiences.

- Please discuss any planned or recent mergers or acquisitions.
- Please discuss any hardware/software vendor partnerships.
- Please discuss your testing and support plan, including estimated annual maintenance, hosting and other fees post-launch for at least two years.

### 13. Evaluation Criteria & Process Expectations

The following criteria will form the basis upon which HITT will evaluate proposals. The mandatory criteria must be met and include:

One electronic proposal copy must be received by HITT no later than August 12, 2021. Proposals received after 5:00 p.m. EDT on this date may not be considered. Proposals must include itemized cost budgets. Alternative solutions and pricing are welcome when appropriate.

Deliver electronic copies of proposals to the attention of:

Scott Greenberg

Director, Integrated Marketing and Communications

[sgreenberg@hitt-gc.com](mailto:sgreenberg@hitt-gc.com)

Use subject line: HITT Website Development Proposal – FIRM NAME

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative, bold, user-friendly interfaces that engage core audiences and helps establish long term/multi-engagement clients.
- Candidate Experience – Candidate has successfully completed major web projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer and meets HITT's budget requirements based on funding availability.
- Depth and Breadth of Staff – The candidate agency has appropriate staff to develop the site in the time frame needed.
- Proposal Presentation – The information is presented in a clear, logical manner and is well-organized.

## 14. Format for Proposals

Please use the following as a guideline to format your proposal:

- Length and Font Size: Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 45 pages.
- Title page should include "HITT Contracting Website Development Proposal," your agency name, address, web site address, general telephone number, primary contact name, primary contact email address, and primary contact phone number.
- Cover letter signed by the person or persons authorized to sign on behalf of the agency.
- Proposal: Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the time frame noted. Creative proposals are welcome.
- Qualifications
- Budget and Fees: List budgets as requested above. Note that final contracts must include agreements on penalties for late delivery.

###