

Site Development RFP

Persaud Marketing is currently soliciting proposals for the development, site maintenance, and hosting services for an internet portal.

INSTRUCTIONS FOR RESPONDING TO THIS RFP: Please enter your responses directly into the table cells to respond to all relevant inquiry sections of this Word document.

It is not expected that all respondents will be able to speak fully to all areas of information requested in this RFP. A response of "N/A" (accompanied by a brief explanation of why that section is not applicable, or speaking to any lack of a valid response) will not result in exclusion from the evaluation process; however the extent of thorough and credible responses provided to all RFP questions will be a major part of the evaluation process.

All proposals must be received by 3:00p on April 30th, 2012. Any proposals received after the due date and time will not be considered. Digital copies of proposals are to be submitted via email by this date to ramona@persaudmarketing.com.

Vendor Questions
Deadline to submit RFP
Selection of Prospective Vendors
Q&A Sessions w/ Vendors
Vendor Selection

April 27th
May 11th
May 25th
Wk/Of June 4th
Jun 15th

1 Project Background & Objectives

Company X is a business-to-business, information-based, vortal: aggregating industry-specific content (industry news, press releases, white papers, case studies, product news, jobs, vendor listings, etc.). Our target audience is mid-to-senior level individuals, corporations, and trade associations.

The site is being developed to inform and connect professionals working in an extremely niche area of a large industry vertical. Content is aggregated on a daily basis, and will include a story recommendation algorithm displayed within news stories, and must be shareable (Twitter, LinkedIn, Stumbleupon, Tumblr, etc.). The website, fully optimized for search and advertising, will be a destination site with daily content; a hub for all information and resources related to its particular specialty, including news, career opportunities, continuing education, training, industry events, research, etc.

It will feature robust discussion forums that are fully searchable by thread, a newsletter sign-up, directory listings, a contact cgi form, with opportunities to advertise and sponsor sections of the website. Ideally, users will be able to participate in discussions, sign up to receive the weekly newsletter, comment on news stories, stay abreast of industry research and case studies, conduct vendor reviews, and network.

SEO objectives for the site are as follows: increase traffic and appear on the first page of Google search for a set of specific terms (terms to be determined). Success measures for the site are:

- Unique user visits
- Ad displays per user
- Clickthroughs on advertisements
- Volume of job postings
- Amount of times stories are shared and the amount of discussions within the forums.

2 Web Design & Development Experience

2.1 – Specific Expertise, Examples, and Approach

In the box below, describe your Joomla programming expertise, in particular how you handle discussion forums, directory listings, and content management by site owners. Highlight your design and usability capabilities; what your general capabilities are as a company, and what separates you from others in your industry. Be sure to provide examples of your prior work that illustrates these capabilities when available. Provide a standard listing of task steps/milestones and timelines that you use to develop and complete a client's site development and implementation.

Expertise	
Examples	
Approach	

2.2 – Experience Working with Development of Business to Business Portals

Provide examples of projects similar to ours that you have completed in the past, and describe specific lessons learned from working with on these projects which you will bring to our project.

Example 1:	Example 1 lessons learned:
Example 2:	Example 2 lessons learned:
Example 3:	Example 3 lessons learned:

2.3 – Proposed Project Personnel

Provide a list of the principal personnel that would implement this project, along with a short bio for each listing their qualifications and experience.

Principal	Biography

2.4 – References and Awards

Provide a list of three clients that you have completed projects for in the past. Two can be current clients, but at least one should be a former client who no longer does business with your company. Be sure to provide a contact name and full contact information for each. Include a list of awards your company or any projects completed by your company have won in the past, including the name of the award, the presenting organization and the year of presentation.

Client 1:	Contact Information:
Client 2:	Contact Information:
Client 3:	Contact Information:

3 Requirements & Scope of Project

3.1 – Site Outline & General Requirements

3.1.1 Proposed Site Outline

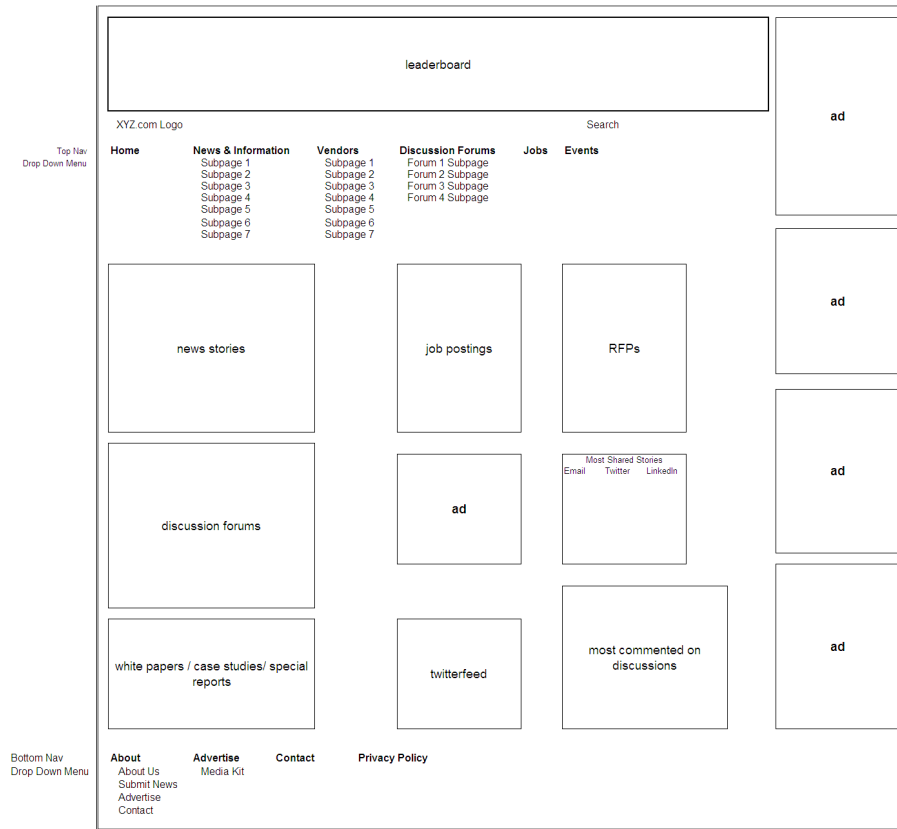
The proposed site outline is as follows:

- Home Page: News & Information, Discussion Forums, Jobs, Newsletter Signup, RFP's, White Papers/Case Studies/Special Reports, Most Shared Stores, Most Commented on Discussions
- About: About Us, Submit News, Advertise, Contact Us, Privacy Policy
- News & Information: (w/ 7 subpages)
Note: Subpages are for topics that will be entered/set-up by site administrators just prior to go-live. Their exact wording is to be determined. The ability of site administrators to enter the title and sub-topics within each sub-page is a requirement, detailed in other sections.
- Discussion Forums: (w/ 8 subpages)
- Jobs:
- Vendor Profiles: (w/ 7 subpages)

- Calendar
- Resources
- Pervasive Utility Menu: Search, Social Media links

3.1.2 Homepage Mockup*

Below is the lay-out of the home page. A description of the site structure follows below:



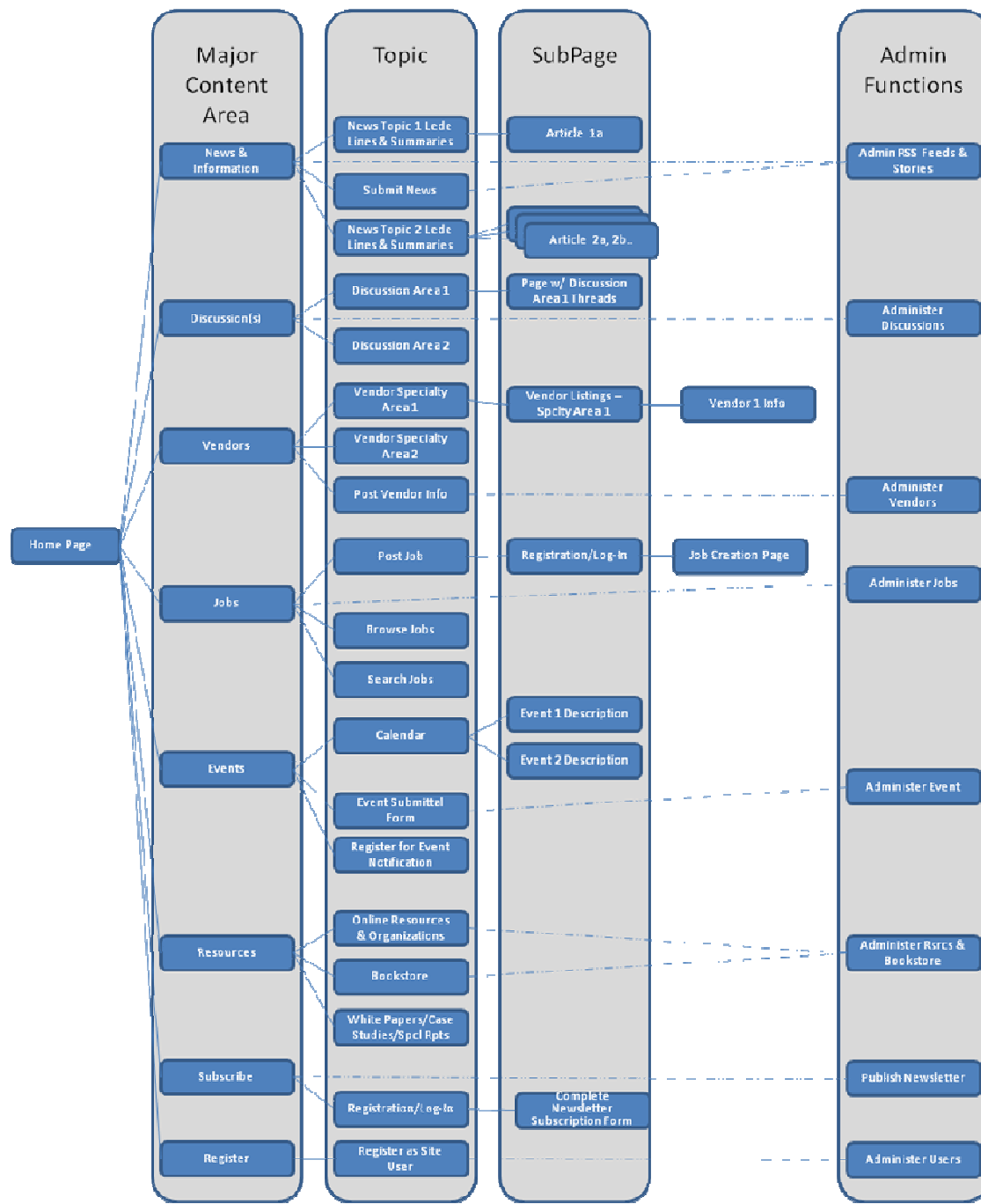
*These are all the required elements on the home page. Site advertising options are not included in this mock-up but must be accommodated within the site design.

There are six key topics of the site: News & Information, Vendor Directory Listings, Job Postings, Discussion Forums, Newsletter Sign-up, and Advertising.

Topics have a main page and subpages. Subpages deal with specifics areas of the topic. The topic main page will have selected articles or listings from subpages.

The site will be developed in Joomla and utilize a top navigation; please include recommendation for fixed-width page along with the resolution.

A visual overview of the site structure is as follows:



3.2 Functional Requirements

Below are the requirements for the site sections. For each section, please respond in the “Functionality” column with how your functionality/solution would meet that business need, in the “Technology” column with what technology would be used (Joomla, template, custom CGI development, etc.), and how it would be configured (at a high level, not at a design spec level of detail), and in the “Effort/Cost” column with what degree of effort is involved to provide that functionality (in days or hours of effort/dollars). Any questions for points needing clarification can be entered in the “Questions” column.

<u>Requirement</u>	<u>Functionality</u>	<u>Technology</u>	<u>Questions</u>	<u>Effort/ Cost</u>
3.2.1. <u>Content Administration</u>				
3.2.1.1. The site admin has to be able to create and title subpages within each major content area (major content area = News & Information, Vendors, etc.), and add the subpages title to main navigation bars, also add a subpage title/ description to its parent topic home pages.				
3.2.1.2. Ability to have each new topic subpage available for tagging story content as a category (News Topic 1, News Topic 2, etc.)				
3.2.1.3. Ability of the site administrator to place/replace leaderboard and other site branding images (of pre-defined sizes).				
3.2.2. <u>Content requirements:</u>				
3.2.2.1. Summarize your overall approach/ recommendations for content management and display				N/A
3.2.2.2. Ability to structure site content into specific content categories (News Topic 1, News Topic 2, etc.); content can belong to multiple categories				
3.2.2.3. Ability for content administrator to modify the text and page target for all				

<u>Requirement</u>	<u>Functionality</u>	<u>Technology</u>	<u>Questions</u>	<u>Effort/ Cost</u>
header and footer menu navigation going to all topic pages.				
3.2.2.4. Ability for a content administrator to enter the page subject and page metatag information for that page.				
3.2.2.5. Articles page: Ability to add textual and linked content consisting of:				
3.2.2.5.1. Article title, hyperlinked to either internal content or external content 3.2.2.5.1.1. Internal content links go to appropriate internal content page type 3.2.2.5.1.2. External content opens up in new browser window				
3.2.2.5.2. Article summary to display on listing of articles- a two line blurb				
3.2.2.5.3. Ability to categorize textual content: ability to make articles show up on their respective content type pages (one web page per category)				
3.2.2.6. Ability to flag articles for display on home page, and to populate home page articles section with 4 articles, articles to be displayed as title/link and article blurb				
3.2.2.7. On category-specific pages, ability to display article title and two-line blurb w/ title/link. Ability to order display of articles by most recent.				
3.2.2.8. On topic-specific pages, ability to navigate through single pages, with each displaying six article blurbs, with navigation of < 1 2 3 4 5 6 > at bottom of page.				

<u>Requirement</u>	<u>Functionality</u>	<u>Technology</u>	<u>Questions</u>	<u>Effort/ Cost</u>
3.2.2.9. Ability to receive specified RSS feeds within an internal administrator queue, categorize articles, and then “approve” for publication on category or home page article sections.				
3.2.2.10. Ability to sort stories based on popularity using a sorting algorithm				
3.2.2.11. Ability to recommend stories using a recommender system				
3.2.2.12. Content will be managed by a site content administrator.				
3.2.3. <u>Vendor Directory Listing requirements:</u>				
3.2.3.1. Summarize your overall approach/recommendations on management and display of entity directories/listings				N/A
3.2.3.2. Vendor listings have two categories: Free and Paid.				
3.2.3.3. Free vendor listings: 3.2.3.3.1. Ability for vendor to input the following information for free: 3.2.3.3.1.1. Name, address, telephone, fax, website of company 3.2.3.3.1.2. 1 contact name and title 3.2.3.3.1.3. Select one category from a drop-down list of seven 3.2.3.3.1.4. If required category is not available, please include contact email				
3.2.3.4. Paid vendor listings:				

<u>Requirement</u>	<u>Functionality</u>	<u>Technology</u>	<u>Questions</u>	<u>Effort/ Cost</u>
3.2.3.4.1. Ability for vendor to input the following for a fee: 3.2.3.4.1.1. Logo 3.2.3.4.1.2. 50-word block of text; choice of 1, 2, 3, or 4 blocks of text. 3.2.3.4.1.3. Upload a video clip, maximum of 2 minutes 3.2.3.4.1.4. Ability to select additional categories				
3.2.3.4.2. Ability for vendor to pay for purchases 3.2.3.4.2.1. Credit card payments (paypal, authorize.net, e.g.)				
3.2.3.5. All: Content administrator to create vendor listing and approve for posting				
3.2.3.6. Ability to provide preview of listing prior to approval for publishing				
3.2.4. <u>Job Posting requirements:</u>				
3.2.4.1. Summarize your overall/recommended approach to job postings				N/A
3.2.4.2. Jobs have two categories: regular and enhanced.				
3.2.4.3. Ability for content administrator to create jobs and approve for posting				
3.2.4.4. Ability to provide preview of job posting prior to publishing				

<u>Requirement</u>	<u>Functionality</u>	<u>Technology</u>	<u>Questions</u>	<u>Effort/ Cost</u>
3.2.4.5. Ability to store/display following information about jobs 3.2.4.5.1. Date Published 3.2.4.5.2. Date to Renew (internal field) 3.2.4.5.3. Hidden Company Name (internal field) 3.2.4.5.4. Displayed Company Name (as displayed on public job listing) 3.2.4.5.5. Location 3.2.4.5.6. Job Title 3.2.4.5.7. Two Line Job Summary 3.2.4.5.8. Location 3.2.4.5.9. Salary 3.2.4.5.10. Status 3.2.4.5.11. Educational Requirements 3.2.4.5.12. Start Date 3.2.4.5.13. Description 3.2.4.5.14. Requirements 3.2.4.5.15. Contact Name 3.2.4.5.16. Contact Web site 3.2.4.5.17. Contact E-Mail 3.2.4.5.18. Contact Phone Number				
3.2.4.6. Ability to categorize job as Regular or Enhanced				
3.2.4.6.1. Ability to display company logo for Enhanced Jobs on job listings page to left of job title and w/ two-line job summary displayed				
3.2.4.6.2. Ability to place Enhanced Jobs at top of job listings page				
3.2.4.6.3. Ability to display Enhanced Jobs info on right hand of home page w/ link to full job description				

<u>Requirement</u>	<u>Functionality</u>	<u>Technology</u>	<u>Questions</u>	<u>Effort/ Cost</u>
3.2.4.6.4. Ability to display Regular Job listing: text only				
<u>3.4 Discussion Forums Requirements:</u>				
3.4.1 Summarize your overall/recommended approach to management and display of discussion forums				N/A
3.4.2 Ability to create a profile				
3.4.5 Ability to log-in to post and search discussion threads				
3.4.6 Ability to self-reset passwords if password is lost (based on registration email)				
3.4.7 Admin requirements				
3.4.8 Ability to block users from posting				
3.4.9 Ability to moderate discussion including remove/edit threads				
3.4.10 Ability to remove user ids				
3.4.11 Ability to sort discussions based on popularity using a sorting algorithm				
<u>3.5 Newsletter Sign-up</u>				
3.51 Ability input email address for newsletter signup.				
3.52 User is then prompted to complete profile: 3.52.1 First name 3.52.2 Last name 3.52.3 Email 3.52.4 Job Title 3.52.5 Job Function 3.52.6 Company 3.52.7 Industry 3.52.8 Country				
3.53 Provide a Sign Up button				

<u>Requirement</u>	<u>Functionality</u>	<u>Technology</u>	<u>Questions</u>	<u>Effort/ Cost</u>
3.54 Provide a link to Privacy Policy				
3.55 Ability to notify site administrator of newsletter sign-ups, providing registration information for newly registered newsletter subscribers				
3.56 Ability to export newsletter sign-up contact info to a CSV file				
3.6 Calendar				
3.6.1 Calendar displaying 1 month at a glance				
3.62 Administrator to input events: 3.62.1 Date of event 3.62.2 Name of organization hosting/sponsoring event 3.62.3 Location of event 3.62.4 Cost of event 3.62.5 Link to Register 3.62.6 Event Category				
3.6.3 Ability for site users to select single or multiple event categories and have a list of relevant events emailed to them				

Section 4 – Content Management

4.1 – Content Management Approach and Experience

Describe your general approach to designing and building Joomla Content Management Systems, including specifying if your solution is custom or 3rd party. Please include how that framework allows for post-go-live modifications by a content administrator.

Description:

4.2 – CMS Impact on Search Engine Optimization

Describe how you approach the common issues that dynamic web sites experience with getting properly and fully indexed by search engines. Please explain the level of control your CMS solution will give us going forward to optimize our site on our own.

Description:

4.3 – Project Requirements

The site administrator must be able to add, edit and remove pages and content for the site; please indicate how your solution will address this need.

Description:

4.4 – Site Maintenance Approach and Expertise

List your service options for ongoing maintenance, including the pricing, number of hours and scope of services included for each.

Service Options:

Section 5 – Custom Application Development

5.1 – Custom Application Development Approach and Experience

Describe your general approach to custom application development, including a list of your most popular applications and a list of examples of projects you have previously completed which show these features.

Description:

6 - Website Hosting Requirements

6.1 – Data Services Approach and Expertise

Please describe hosting capabilities and recommend hosting solutions for this type of project; include the experience and qualifications of your personnel, the equipment and capacity of your server environment, power and data supply and redundancies, and your facility security.

Description:

Please describe the application framework used to deliver content and provide for form submittals, including back-end data; policies on customer service and support/response time; include your stats on uptime, page load time (including pages that are graphic heavy, may have video, etc.), and security (please indicate if your security has ever been compromised).

Description:

Follow this with a list of your levels of hosting services, including the monthly bandwidth, disk space and email account for each, along with the cost for each.

Description:

Finally, describe, if we decline your hosting solution, how you will port the data/site elements over to our hosting provider, and your support solutions to ensure a smooth migration.

Description:

6.2 – Site Requirements

This site will require site, data, and email hosting (3 email addresses will be required initially with an option to add additional), and server collocation.

Please include your recommendations for disk space usage and monthly bandwidth.

Recommendations:

Section 7 – Investment and Timeline

7.1 – Project Investment Breakdown

List the specific products and services you are proposing for this project, and include pricing for each. This includes indicating if there is a difference in price if all items are purchased as a package versus certain items being selected à la carte, and be sure to provide pricing for both instances.

Product	Pricing

7.2 – Proposed Timeline

Provide an approximate timeline for the proposed project by breaking the development into stages and then listed time ranges for each to be completed.

Task	Anticipated Duration

7.3 – Contract Terms and Conditions

Provide the terms and conditions that would be included with the contract for the project as you have proposed it.