

Vendor Questions Due Date
RFP Response Due Date
Vendor Selection

8/26/2011
09/01/2011
10/01/2011

Please submit all questions to Marc Brookshire (marcb@fiberondecking.com) prior to the due date for vendor questions specified above.

Introduction: Company Overview and Project Objectives

Section 1 – Methodology and Experience

Section 2 – Natural Optimization Strategies

Section 3 – Pay-Per-Click Strategies

Section 4 – Tracking and Reporting

Section 5 – Implementation and Development

Section 6 – Proposed Budget

Section 7 – RFP Response Submission

Introduction – Company Overview and Project Objectives

Fiberon (www.fiberondecking.com) is a leading manufacturer of PVC and composite decking, railing and fencing products used in homes and light commercial construction across North America and Europe. Through extensive product development and leading-edge manufacturing capabilities, Fiberon created the benchmark for innovative, alternative outdoor living products. Fiberon is a charter member of the North American Deck and Railing Association (NADRA), whose mission is to provide a unified source for professional development and a voice for code development for the decking and railing industry in North America. Fiberon was founded in 1997 and is privately owned with operations in North Carolina and Idaho.

Fibron brings product to market through a network of distributors that sell to independent lumber yards and small to mid-level home improvement centers.

Fiberon targets two primary audience groups. The homeowner/decision maker: she is 34-55 years old, \$100k average household income, may or may not be employed. Our second important group is the professional deck builder. This group is primarily small individually owned businesses. We view the professional deck builder as the final influence on the homeowner. The highest densities of our customers (both groups) reside in the north east, mid Atlantic, Pacific Northwest, Colorado and California.

FiberonDecking.com

The Fiberon brand is supported by the website www.fiberondecking.com. The purpose of this site is to engage and educate the homeowner on Fiberon decking and railing products and inform the user of sources to find Fiberon retailers and professional builders. The professional deck builder is served with leads from this site as well as installation and marketing resources. There is an onsite blog, free online deck design tool. Facebook, Twitter and You Tube presences are established to propagate content and encourage more engagement.

We want the site user to find a retailer or builder, generate a lead for builder or retailer, download literature, and design a deck.

The site is built on the Symfony 1 frame work with a limited function CMS that handles primarily page content on site pages. There also is a blog running on Wordpress 3x. Full access to site files is available as well as a test/dev environment all operating within Subversion. Analytics are collected with Google Analytics and Webmaster Tools.

Important Search Words and Phrases

For 2011 a primary goal for the site was to rank consistently in the top 4 on Google and Bing for the term *composite decking*. The following are some of the core terms that are important to our product and industry.

Current	Future
Composite decking*	Synthetic decking
Decking	Decking materials
Fiberon	Composite wood
Fiberon composite decking	Composite decking reviews
Horizon decking	Deck design
Pro-tect decking	Alternative decking
Protect decking	Plastic decking
Decking boards	>>Looking for suggestions to help achieve increased traffic and more leads and deck design uses<<
Composite decking material	
Pvc decking	
Composite railing	
Deck railing	
Decking materials	

* Top priority for 2011

Competitor Sites

- www.trex.com
- www.timbertech.com
- www.tamko.com/Decks-Docks-Railing/Brands/EverGrain/Decking
- www.azek.com/azek-deck/

Current Optimization and PPC

We currently running an SEO campaign for 2011 that includes onsite content work, site map creation/optimization, page creation, offsite link building and directory submissions. Our 2011 PPC campaign was run in highly targeted markets and only for the first portion of the year. This served as a bridge while the 'composite decking' rank was improved. We are not currently engaged in PPC.

Site Goals

The primary goal for 2011 for the site has been a top 4 ranking for the term *composite decking* and to stay there. A desirable ranking has been attained and we are now looking to improve and maintain this rank as well as focus on other and emerging terms to grow traffic. With increased traffic we would like to increase blog views, photo gallery and contractor gallery views, dealer and contractor locator searches, deck design tool uses to ultimately generate more leads to our dealers and contractors.

Section 1 – Methodology and Experience

1.1 – Philosophy and Approach

Outline your company's philosophy for search engine optimization and online marketing in general, and give a generic outline of your typical approach to improving a site's traffic and rankings. Also, describe how your techniques qualify as "white hat", or follow the industry standard and best practices preferred by the major search engines. Be sure to outline both immediate and ongoing efforts.

1.2 – Personnel

Provide the name, job title, expertise and project responsibilities of the key members of your SEO and online marketing teams that will most likely be involved in our project.

1.3 – Portfolio

Provide a list of three clients that you have completed or are currently working on SEO and/or online marketing projects for that best exemplify the full range of your capabilities and services. Be sure to include statistics showing the impact of your services.

Section 2 – Natural Optimization Strategies

2.1 – Research

Outline your research offerings, including what data you will gather and what impact the information will have on determining how you proceed with our site.

2.2 – On-Page Optimization

Outline your actual on-page optimization offerings and describe the intended impact each is to have on our site's performance.

2.3 – Ongoing Strategies

Outline your short-term and ongoing SEO and marketing campaign offerings and describe the intended impact each is to have on our site's performance.

Section 3 – Paid Strategies

3.1 – Pay-Per-Click Campaigns

Describe a typical PPC campaign as run by your company, including initial research, setup and management services. Please include any experience with social network advertising as well geo-targeted campaigns.

3.2 – Paid Directory Submissions

Describe what paid directory submission services you provide, including your approach and intended impact on our site's performance.

Section 4 – Tracking and Reporting

Outline the information that is tracked when conducting an ongoing SEO campaign, how these items are tracked and what information will be reported to the client on a monthly basis.

Section 5 – Implementation and Development

5.1 – Creation and Distribution of Press Releases

Outline your press release creation, optimization and distribution services. Be sure to include your qualifications in each and how you typically group these services to form a campaign.

5.2 – Landing Page Creation

Outline your landing page development, optimization and promotion services. Be sure to include your qualifications in each and how you typically group these services to form a campaign.

5.3 – Original Design Capabilities

Outline your original design capabilities and services as they relate to SEO and marketing. Be sure to include your qualifications in each and how you typically group these services to form a campaign.

5.4 – Ad Creation

Outline your ad creation services, including design, copywriting and distribution. Be sure to include your qualifications in each and how you typically group these services to form a campaign.

5.5 – Code Changes and Additions

Outline your in-house capabilities for altering, developing and implementing existing page code and backend programming to maximize a site's impact and indexability. Be sure to outline your approach in determining what changes are necessary.

Section 6 – Proposed Budget

Provide a complete list of all applicable services that could be part of our project with pricing for each if possible with the information we have provided in this RFP. If exact pricing is not possible, please provide ranges for each service.

Also if possible with the information provided, submit an outline of the services you would recommend for our project along with pricing.

Be sure to include a sample contract showing any and all terms and conditions that the project will be subject to, including immediate projects and ongoing campaigns.

Section 7 – RFP Response Submission

A digital copy of your response to this RFP must be submitted to marcb@fiberondecking.com prior to 09/01/2011. Please submit PDF versions of the proposal and any other material you wish to submit in response via email or digital transfer service (YouSendIt, WeTransfer). No responses received after the deadline will be considered for the project.

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