

Request for Proposals

Website Design, Development, Hosting & SEO

Bids not to exceed 28k, including two years of hosting.

Proposals Due: Tuesday, October 20, 2009

Proposals can be submitted to:

**Frank Lee
Project Manager
frankl586@gmail.com**

Summary:

JKD Environmental, Inc. is a full-service environmental consulting and contracting firm providing customized solutions for environmental needs. The firm is an industry leader in helping government and private entities resolve complex environmental challenges. As part of adjusting to the changing business environment, the company has created a sub division focusing Building Materials Trading that supplies innovative green building products and systems that can contribute toward a project's sustainable design requirements and LEED® certification. JKD helps architects and developers meet the requirements for LEED® certification, by offering turn-key solutions and providing an affordable, single source for innovative green building products and systems.

We are looking to implement an online presence showcasing different products and services offered by the company both companies. In addition, streamline online content in order to create branding strategies that attract government and commercial contracts in the industry. Finally, to be ranked on Google.com by using industry relevant keywords through SEO and PPC. The sites should serve as a constant lead generation point while solidifying company's brand and message. The site is expected to be 50 pages.

RFP OVERVIEW & OBJECTIVES

Overall Goals

The selected vendor will collaborate to develop a website with the following properties:

- Provide a fresh new look and feel that reflects a dynamic and vibrant company
- The site should be visually attractive, interesting, and user friendly.
- Promotes our organization's mission and builds brand awareness.
- Increases website interaction and organizational participation.
- Loads quickly; secure; easy to navigate and operate.

Functionality & Interactivity Objectives

- Compatible with multiple browsers, including Internet Explorer, Mozilla Firefox, and Safari.
- Deploys a cost-effective content management system (CMS), which allows for uncomplicated site maintenance for non-technical staff members.
- Users can easily access various types of content, such as photos, education materials, reports, presentations, etc., in common formats (Word, PDF, PowerPoint, etc.).

FUNCTIONALITY

When people visit our website, we'd like them to have the following functionalities:

- Ability to request information
- Video Upload/Linking Capability
- File Sharing
- User workgroups

- Access to information of interest
- Common file storage (e.g., meeting minutes, agendas, annual report)
- Photo Storage
- Online membership and/or employment applications

PROPOSED TIMELINE

RFP Issue Date: September 29, 2009

Submit questions specific to RFP: October 13, 2009

Response to Questions by: October 14, 2009

Proposals Due: October 20, 2009

Finalist Notification/Phone Interviews: Week of October 27, 2009

Proposal Award Date: November 5, 2009

RESPONSE FORMAT

All proposals should include the following information:

- A description of the intended approach to the project that demonstrates your understanding of the project goals and your ability to address them.
- A list of necessary software, any additional communication requirements, and any integration needs.
- A description of your organization and the team. The organizational description should identify the project manager and the day-to-day contact person for the job.
- An estimate of the total project cost as well as a project timeline.
- Two client references relevant to this type of project and links to at least two websites you have developed.

The RFP must be submitted no later than 3:00 p.m. on Tuesday, October 20, 2009. Please submit by email.

EVALUATION

Proposals will be evaluated using the following criteria:

- The strength of the entire work plan. The selected vendor will submit a concise, straightforward work plan that addresses needs and outlines your company's approach to designing, managing, and coordinating the project.
- Prior experience with similar projects. The selected vendor will show demonstrated success with comparable websites that provide the greatest value for organizations.
- Ability to meet deadlines. The selected vendor will submit a thorough timeline and completion date.

- Competitive pricing. The selected vendor must submit a price quote that is all inclusive and includes itemized costs for such items as project management, website architecture, hosting, CMS implementation, and site/system testing. Additionally, if the quoted price is not all-inclusive, a detailed list of fees and explanations for each must be provided.
- Staff credentials/accomplishments. The selected vendor will provide staff bios of key personnel who will be involved in the project. The bios should describe relevant work experience and accomplishments.
- If the work to be performed by your company requires hiring subcontractors, you must clearly state this in your proposal. Subcontractors must be identified (including the name of the company, the name of the owner of the company, and the address), and the work they will perform must be defined.