

Request for Proposal:

Website Redesign

For

Kentucky Golf Association

Requested March 24, 2010

Proposals Due: Tuesday, April 16, 2010

Proposals Can Be Submitted To:

Jason Grant

jasongrant@kyga.org

I. About Us

KYGA is a newly formed organisation that intends to be a one stop shop for information and a place where people can buy Golf related items. KYGA is seeking an experienced design and development firm to facilitate the creation of a website.

II. Request for Proposal (RFP) Overview

This Request for Proposal (RFP) is intended to establish a relationship with a partner who can help develop a new KYGA website.

Overall Goals

The selected vendor will collaborate with KYGA to develop a website that:

- Is easy to navigate and update
- Promotes communication and action
- Builds awareness of the association and benefits of joining the association.
- Increases participation through newsletter registrations, increased membership and other collaborative tools. (For Example Forums, Blogs, Newsletter management)

III. Deliverables

Site Requirements and Functionality

- Select and deploy a content management system (CMS) whatever appropriate to manage content easily. We prefer any opensource CMS but will be open to other CMS systems too (provided the vendor is able to convince the importance and usability of other paid CMS).
- Simplified site maintenance which allows easy updating by non-technical staff members
- Adhere to currently accepted Web and accessibility standards as best possible, including Federal Section 508 and W3C standards.
- Considerations should be made for the increase use of the Web from mobile devices
- Site to include Google Analytics
- Intuitive navigation

E-Commerce

We need an Ecommerce section with functionality that includes a shopping cart and payment gateway. We will be selling the following

- Equipment
- Clothes
- Trips
- Tickets
- Training

CMS Requirements

Our organization needs to have a system that is easy-to-use, can support several hundred users, and requires very little training and/or knowledge of HTML. CMS specifications include, but are not limited to:

1. Workflow

- The ability to easily ingest RSS feeds from external sources is must.
- CMS must allow creating different levels of users to enable decentralization of work related to website content updating.

2. Usability

- The interface must be designed creatively and should look like a knowledge repository.
- The interface must be browser-based, compatible with multiple browser types and versions, and easy-to-use. A mobile interface compatible with various mobile browsers will also be required to take care of.
- The interface should be as light-weight as possible, loading quickly in countries/regions that have low connectivity and/or bandwidth.
- Non-technical users must be able to successfully add and create content with minimal training or costs required.
- Images need to be stored in a database that is easily searchable according to Meta tags and file names. The ability to automatically size photos (thumbnails, inline photo, and enlarged version) with options for “Enlarge This Image” link to go to a larger version of the same photo is required.
- The interface will have good online documentation and help manuals. They are also required to submit a satisfactory note from the KYGA team on submission of final documentation including the configuration, customization and training manual (with snapshots) on updating each section/webpage of the website.

3. Navigation and links

- Easy creation and maintenance of links.
- The URLs regenerated by the CMS should be (Search Engine Optimization) SEO-friendly (not category or session IDs).
- The system should allow users to rename SEO-friendly URLs and allow the creation of an XML sitemap for search engines.
- When a page is deleted or moved, all links to that page are updated site-wide, eliminating broken links.
- It should be possible to manage the navigation of a site section in addition to the main navigation of the entire Web site.
- Ability to rearrange content on sections (options to list according to headline, date and so on).
- Easy generation of related links based on keywords.
- Easy customization of pagination.
- Customizable site search.

4. Managing Web site templates

- Ability to host indefinite number of templates for various sites in multiple languages on multiple platforms, including mobile (WAP) and e-mail newsletters.
- All pages are to be created using templates which apply standard site design and navigation elements (CSS-based, W3C –compliant pages).
- Templates must be easy to modified and adapt for different types of content while maintaining the corporate brand.
- Design changes should be possible without extensive programming or technical support from the vendor or consultant. In house team should be able to access, modify and create templates.
- Templates must support standard-compliant design, especially with regard to accessibility regulations. (Pages and HTML code created/added in the CMS should be compliant with W3C accessibility standards).

5. SEO Friendly

- Easy inclusion and modification of metadata to any content asset for search engine optimization purposes.
- Ability to integrate Omniture and /or Google analytics is required.
- The CMS should be able to add Meta keyword values

6. Vendor credibility

- Vendor submitting a proposal must provide references that are similar to the nature of requirements of KYGA. Preference would be given to companies who have experience working with non-profit organizations.

- The vendor makes solid commitment to maintaining and supporting the product.

7. Scalability

- The website should be able to perform under reasonable load.

8. Web 2.0

- System needs to include the option of generating RSS feeds and incorporating external RSS feeds.
- System needs to be able to integrate social media tools including Facebook, twitter, Digg and YouTube.
- Availability of additional options such as creation of wikis, blogs, and podcasts will be considered favorably.
- We will also need the following available on the Website
 - Video Library
 - Photo Library
 - Audio Library
 - Golf Documentary Library
 - Private Collections

Proposal evaluation

Proposals will be evaluated using the following criteria:

- Experience on similar, small scale sites. The selected vendor will demonstrate past success in developing extensible design/identity systems and optimizing information design across a site.
- Strength of work plan. The selected vendor will submit a concise, articulated work plan that addresses the above scope and includes descriptions regarding account management, project management, and creative processes.
- The selected vendor will possess outstanding credentials in the areas of visual design, information architecture and technical considerations. The selected vendor will also have a strong grounding in customer experience and delivering user centric design.
- Reasonable and realistic cost projections
- Credentials of staff to be assigned to the project. The selected vendor will submit staff bios outlining the credentials and accomplishments of those staff who will manage and participate in this project
- Ability to meet timing requirements to complete the project. The selected vendor will submit a high-level estimate of time-to-completion, from concept to successful delivery of all desired project deliverables.
- Previous experience.

- KYGA reserves the right to reject any (or) all the proposals.

Submission Information

Last date for submitting questions: April 10th, 2010

Please send proposals to: Jason Grant at jasongrant@kyga.org by April 16th, 2010 5:00PM EST. Proposals received after the above said time will be rejected.

Proposals should be submitted **electronically** in Adobe PDF or MS-Word format.

Project Completion Date: September 1st 2010

For Additional Information or Clarification

Jason Grant
Procurent Manager
jasongrant@kyga.org

APPENDIX - A

The following are sections that we envisage to have on the website.

Current News/Events

Origins
History of Game
Rules
Scoring and Handicapping
Equipment
Training
Forms of Golf
Match Play
Stroke Play

Major Championships

Masters
US Open
British Open
PGA
Player Profiles
USGA
Other Tours
Widgets
Golf around the world
Online golf gaming

Resource Library

Video Library
Movie Library
Photo Library
Audio Library
Golf Documentary Library
Private Collections

Golf Community

Email
Discussion Forums
Networking
Handicap and Scoring Service
Tee time functionality

Golf Store (Ecommerce)