



# Website Redesign

## [www.visitmadisonfl.org](http://www.visitmadisonfl.org)

# Request For Proposal

### 1. **RFP Agency Information:**

In the first section of the RFP response, please provide the following information:

1. Please provide background information on your agency, including number of years in business, annual billings, location of your offices (Florida based businesses are preferred); client list, web services and length of time of clients have been with your agency.
2. Please provide at least 3 brief examples of website design work you have accomplished for your clients.
3. Without breaking proprietary client information sharing, please include data points on your website functionality achievements. For example, please include time site was active, CTR, Views by landing page, TOS, and any other Google analytics you can provide of your samples.

2. **Intro/Summary:** Our need to issue this RFP is two-fold – for a redesign as well as an update in capabilities within the site itself. We are looking for ease of functionality, and the ability to make our own minor changes and drop in content, video, podcasts, YOUTUBE, etc. We need Google Analytical functions set up and have regular reporting provided on an ad hoc basis as well as Monthly Standard Reporting.

3. **Context:** We need our website to be more robust and adequately accommodate our need to turn on a dime with spur of the moment promotions, content and events. We would like to be able to post our Public Meeting Notices and minutes in a General Public Notice/Sunshine Window. We want to be able to upload video to our site.

4. **Prioritized Goals:** The business goals of this website is to motivate and influence decision making for travel to Madison, FL.
  - Increase site visits by 50% (1,000/month to 1,500 per month) for our new product launch by September 30, 2021
  - Ability to link from our site to our partners for booking their vacations
5. **Project Team:** Please identify the proposed team to work on this project. List the name and their title. Florida established businesses are preferred.
6. **Users:** We are trying to reach those who are looking for day trips and weekend excursions. Those whom are nature driven and love to bike, canoe, horseback ride, hunt, fish, camp, shop antiques, etc. Demos are typically age 40 to 64, Gen X and older Millennials.
7. **Desired Process** We prefer that the website build be completed in stages in order to get the landing page functionality tested for each stage of build. Whether it be uploading photos, copy, video, etc., or just writing new copy.
8. **RFP Timeline:**
  - Launch RFP – Monday, March 1, 2021
  - Questions due back – Friday, March 12, 2021 via email to Chamber@Madisonfl.org
  - Answers due out – Wednesday, March 17, 2021
  
  - RFP Responses due back – Tuesday, March 31, 2021- 5p.m. EST**
  - Notification of RFP Presentations – Tuesday, April 6, 2021
  - Presentations Week of Monday, April 12 (via Zoom)
  - Website work award announced Monday, April 19, 2021
9. **Project Timeline:** We would like to have this new site operational within a month to two months of award.
10. **Budget:** \$2,500
11. **Existing Website Info.** <http://www.visitmadisonfl.com/>

The biggest hurdle with our current website is the lack of functionality all the way through. 1) We want to be able to post events on our site when we have something new to share. 2) We would like to upload videos, share public meeting information and 3) Place our partner's information on the website so that viewers can click through to those businesses for more information. 4) We need to be able to post things ourselves. At this point in time there is no SEO or SEM.

**12. Functionality Requirements:** In addition to all that has been covered in #10 regarding the functionality requirements, some other items include:

- Responsive layout
- Ability to edit key pages
- Events calendar
- Display custom content

**13. Integrations/Technology Requirements:** We currently have our site being hosted by a vendor. What we would like to do is have the new site built side by side so that we can “flip the switch” on to the new site over a weekend or Sunday night. An example of our desired website might look something like this

<https://www.visitgainesville.com/> or  
[https://www.experiencekissimmee.com/?utm\\_source=google-gmb&utm\\_medium=organic&utm\\_campaign=gmb](https://www.experiencekissimmee.com/?utm_source=google-gmb&utm_medium=organic&utm_campaign=gmb)

**14. Proposal Requirements:** RFPs due **Tuesday, March 31, 2021, by 5 pm EST**

Send 3 hard copies and one (1) digital copy via email to [chamber@madisonfl.org](mailto:chamber@madisonfl.org).

Address: **Madison County Chamber of Commerce  
RFP BID  
182 NW College Loop – Suite A  
Madison, FL 32340**