



WorkLink Workforce Development Board
RFQ 18-WIOA-08
Website, Maintenance, Updates & SEO

Q & A

*All questions and answers will be posted here.
Please check back periodically for additional information.
All questions regarding this RFQ are due Friday, August 9, 2019 at noon.*

1. How many vendors will be awarded?
We anticipate awarding 1 vendor.
2. Who is the incumbent vendor?
ArtDesign (in conjunction with Carolina Media Group)
3. What is the estimated Budget?
No more than \$8,000 for website related items, and no more than \$3,000 for outreach materials.
4. As the site is already live, is your preference to keep it with Windstream (the chosen vendor simply manages the site) or move it to another qualified WordPress hosting platform?
We are satisfied with the current WordPress hosting platform. If a change is necessary, please include this in your quote along with price.
5. Is any redesign of the website (new template, for example) anticipated?
We are satisfied with the overall design of our website; however, we occasionally need to make updates to the website in order to be able to meet State and ADA requirements, as well as make sure the site is customer friendly. Website page specific re-design may be requested, please include any costs that we may need to consider in the event of a re-design request (specifically for the front page, but also other pages). The overall theme should remain the same. Spanish translations and ADA compliance are a must for our website.

6. Has any relevant research been done related to perceptions of the usefulness of the website? Brand awareness in the community? If so, will the selected vendor have access to this data?

We have not completed any research. We have a Google Analytics Account, but it is not actively linked to our WordPress website to my knowledge. We would like the successful bidder to monitor this and make suggestions for improvement to our website and content. If this is something that you can offer, please include this in your quote.

7. Will requests for changes to the website come through one point person or multiple contacts? If multiples, how many?

A primary contact will be designated, but two others may make requests.

8. What tools are currently being used for web and SEO analytics? Is at least one year of history available?

We have access to Google Analytics; however, it is not available at this time. We have Yoast SEO as an active plugin on our website.

9. For the marketing and outreach items listed (\$3k budget), are you able to provide more direction? For example, does this budget need to cover the hard costs for logo items or new bannerstands/signage?

We are envisioning brochure review and design, assistance with developing ad campaigns for Facebook (reusable templates), and similar items. We are not planning to purchase any tablecloths, banners/stands, etc. at this time. We will use the same logo or similar approved variation as seen at the top of this document.

10. Whether companies from Outside USA can apply for this? (like from India or Canada)

The South Carolina Procurement Code does not prohibit awards to businesses located outside the US. As stated in sec. 502 of WIOA, all funds authorized in title I of WIOA and the Wagner-Peyser Act must be expended in compliance with secs. 8301 through 8303 of the Buy American Act (41 U.S.C. 8301- 8305).

11. Whether we need to come over there for meetings?

No.

12. Can we perform the tasks (related to RFP) outside USA? (like from India or Canada)

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13. Can we submit the proposals via email?

Yes.