



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.

Updated 8/12/19

- 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.

*** Updated 8/9/19 - This feature has been fixed. Limited information is available below. WorkLink staff has minimal training in Google Analytics. More information can be made available if requested. Please send the directions on which report you would like to see and the date range by no later than noon on Wednesday, August 14, 2019. All reports that are requested will be posted that afternoon.



- 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.

- 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.

***Updated 8/9/19 - Please see directions listed above in the update on number 6.

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)

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).

13. Can we submit the proposals via email?

Yes.

14. Will agencies outside of South Carolina be considered? Will scoring be based on location or preference given to local candidates?

We will consider any agency or company that can meet the requirements of the RFP. The nature of the work to be performed may be completed remotely. We do not have a preference on the location of the company and should not affect the scoring.

15. The RFP mentions that the chosen organization will “Ensure integration of additional data.” Can you provide an example of the type of data you might expect to need integrated? How frequently/how much data would need to be integrated?

In the past we have had to change our logos or update our website to include new pages with new features. The staff here at WorkLink has minimal training in WordPress and would rely on the selected contractor to be able to integrate these features and graphics into our website. The only major revision would be if required by ADA or EO compliance or new Statewide/ Nationwide branding standards. Anything above and beyond this would be negotiated with the selected contractor when the need arose.

16. Is the website currently ADA compliant? If not, do you have a list of areas that need updating to provide to the selected organization or will this need to be audited by the chosen organization?

We are asking that the selected contractor evaluate the website and prepare needed corrections.

17. Does all content currently have Spanish translations where required? If not, do you have a list of areas that need updating to provide to the selected organization or will this need to be audited by the chosen organization?

We are asking that the selected contractor evaluate the website and prepare needed corrections.

18. Are there any currently known technical issues on the site?

None that we are aware of.

19. Is it acceptable to quote monthly fees (hosting, for example) for a portion of the work, hourly fees (development and content updates on an as-needed basis) and a fixed price for a portion of the work (required implementations, consulting for a scope of work)?

Yes. Please clearly identify each type of cost such as the monthly, hourly, yearly, and fixed costs. Should the budget page be used to explain these items or should they go into the project narrative?

It will be fine to integrate costs into the project narrative; however, the final proposed budget and the budget narrative should be kept separate from the project narrative. It should clearly state what those costs are in a way that it paints an overall picture of what costs WorkLink will be responsible for by each proposed element.

20. Who will provide the hosting services?

Currently, www.worklinkweb.com is hosted by Windstream Communications. You may propose a change.

Is hosting cost included in the RFP bidding award money?

Yes.

21. We host applications in Bluehost or AWS. Do you have any preferences?

We do not have a preference at this time.

22. Who will bear the SSL Cost?

It should be included in the overall cost of the website proposal.

Do you already have an SSL certificate?

Yes.

23. Who will bear the cost of Third Party license services like Cloudflare?

This cost should be included in the RFP.

24. Do they have a budget in mind?

No more than \$8,000 for the website for the year, and no more than \$3,000 for any outreach items or consultation services for outreach.

25. Where can we see the existing running application? Please provide any credentials if possible.

www.worklinkweb.com

26. Do you have any recommendation the new product would look like?

We are primarily interested in a company to maintain our website and update the information (including graphics, webpages, and data) that we will need to convey to customers. WorkLink has no plan to completely re-design our website at this time.

27. Who will provide the Graphics, Logo Images?

WorkLink staff will provide any State or Federally required logos; otherwise, the selected contractor may propose costs for stock images. We would like images that promote careers and show diversity. We serve the general public in trying to help them with employment and education, and would like our website to reflect our customers.

28. Do they want a new domain or deploy the application on an existing domain?

We would like to maintain our current domain name. WorkLink bears the cost of this thru godaddy.com.

29. Is there any content migration effort? If yes, how many pages?

We would like to maintain all of the content currently on our webpages if migration is necessary. WordPress reports that there are 85 pages on our website.

30. What is the Max bid amount we want to propose for a RFP?

No more than \$8,000 for the website for the year, and no more than \$3,000 for any outreach items or consultation services for outreach.

31. What are the delivery timelines?

Our current contract is on an extension basis until the procurement process is complete. We would like to maintain access to our website. Once we have selected a contractor, we can discuss a timeline for any necessary changes.