

Request for Proposal

RFP: Website re-fresh	Proposal Due By: Feb. 10, 2023	Opportunity Council
<p>Who we are:</p> <p>Opportunity Council (Agency) is a private, non-profit Community Action Agency. Our mission is to help people improve their lives through education, support, and direct assistance while advocating for just and equitable communities. We have been in operation for over 50 years and offer offered a broad scope of services that range from addressing immediate and crisis-oriented needs (food, emergency shelter, eviction-prevention) to longer-term programs that promote self-sufficiency in our community (early childhood education, home weatherization).</p>		
<p>Project Overview:</p> <p>Create a new website for our agency designed with a similar look and feel to our current agency website at www.opcco.org with a goal of creating a more user-friendly and easy-to-navigate site that improves conversion rates, strengthens brand trust, and best serves the needs of our target audiences.</p> <ul style="list-style-type: none">● Customers seeking information and to enroll in our services.● Current and potential donors and community partners looking to support services and learn about our work.● Potential employees seeking job opportunities and company information <p>This project may include updating or removing content, reorganizing the sitemap, and ensuring all pages have a consistent design.</p>		
<p>Current website design challenges:</p> <ul style="list-style-type: none">● Inconsistent design on pages; lack of clear brand identity● No defined content strategy or style● Lack of conversion opportunities and calls to action● Slow load speed● Unorganized sitemap● Current site based on internal department/program structure instead of being		

designed/structured for user experience

- Low search rankings due to lack of relevant content (including in accessible formats)
 - Lack of information on mission outcomes and achievements & strategic planning
- Little to no integration with social media presence

Project Goals:

- A refreshed website that presents a consistent design and easy to navigate structure
 - Sitemap is updated with a clear hierarchy based on user experience
 - Design elements are consistent from page to page for best user experience.
 - The website is congruent with the agency brand; uses colors, fonts, language and imagery all consistent with Opportunity Council brand identity.
 - Dynamic elements such as a blog and events calendar that allow easy integration of social and digital media content
- Improved website accessibility and optimal user experience.
 - Content is easy to find onsite and offsite.
 - Content is accessible to people with different abilities.
 - Ensure the website is mobile friendly; consider optimizing the website for voice search.
 - Maintain or improve speed, load times for site visitors.
 - Navigation is intuitive and designed for user experience
 - Design meets current best practices for optimizing conversions
 - Fewer bounced users
- The addition of strong or improved visual features. Note: the Agency may hire for custom images instead of stock photography.
- Mitigate risks to changes, i.e.; preserve URL Structure and tags, especially for the most frequently visited pages

Scope of Work and steps to meet goals:

- Information gathering
 - Review current website, sitemap, content and hierarchy.
 - Meet with Agency staff and user groups to identify what is working well, where there are pain points.

- Review analytic data and reports (provided by staff) to see which content is most sought after.
- Propose website updates and improvements to meet project goals.
- Confirm proposed changes, edits and coordinate with Agency staff to provide updated content where needed.
- Implement changes – Test, Review, and Launch.
- Propose a plan for ongoing maintenance and updates.

Contractor selection and criteria for this project

- Previous experience, past performance, and technical expertise.
- Work samples or links to previous website redesign projects.
- Contractor must not be suspended or debarred from receiving federal funds.

RFP submission documents:

- Contractor Application
- Web Design references

Proposal Due By: February 10, 2023 (Submit by email)

Budget: \$8,000

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