

Request for Proposal (RFP): Website Vendor for HPAC

Issued by: Hang Gliding and Paragliding Association of Canada (HPAC)

RFP Issuance Date: January 16, 2025

Proposal Submission Deadline: February 15, 2025

Introduction

HPAC is seeking a professional website vendor to provide ongoing maintenance, updates, performance optimization, and technical SEO for our WordPress website. The site is built using the Divi theme with plugin integrations and hosted on Amazon Lightsail.

This will be an ongoing contract, with services required on both an on-call and scheduled basis, including after-hours support when necessary.

Scope of Work

The selected vendor will be responsible for the following:

1. **Website Maintenance:**
 - Routine updates for WordPress, Divi, and plugins.
 - Monitoring and improving site performance (speed, uptime, etc.).
 - Resolving technical issues promptly.
2. **Technical SEO:**
 - Optimize website for search engine visibility.
 - Ensure compliance with SEO best practices.
 - Regularly audit and update meta tags, schema markup, and other SEO elements.
3. **Performance Optimization:**
 - Optimize website loading speeds.
 - Address hosting-related issues on Amazon Lightsail.
 - Implement caching and other performance tools.
4. **Support Services:**
 - On-call support for urgent issues.
 - After-hours availability for emergencies.
 - Response time commitment for non-critical updates (within two weeks).
5. **Ongoing Improvements:**
 - Propose and implement innovative improvements.
 - Ensure the website remains user-friendly and accessible.

Proposal Requirements

Proposals must include the following:

1. **Vendor Profile:**
 - Company background and contact information.
 - Relevant experience, particularly with WordPress, Divi, and AWS Lightsail.
2. **Portfolio:**
 - Examples of previous work.
 - Case studies demonstrating your capability to deliver similar projects.
3. **Proposed Methodology:**
 - Your approach to maintenance, SEO, performance optimization, and support.
 - Tools and technologies you use.
4. **Cost Breakdown:**
 - Detailed pricing structure (e.g., hourly rates, fixed fees for specific services).
 - Any additional fees for after-hours or on-call support.
5. **References:**
 - Contact information for at least three clients with similar project scopes.
6. **Timeline:**
 - Expected response times for urgent and non-urgent requests.
 - Availability for the proposed start date of the contract.

Evaluation Criteria

Proposals will be evaluated based on:

- Cost (30%)
- Relevant experience and references (30%)
- Proposed methodology and innovation (20%)
- Response times and availability (10%)
- Portfolio quality (10%)

Timeline

- **RFP Issued:** January 16, 2025
- **Deadline for Questions:** January 31, 2025
- **Proposal Submission Deadline:** February 15, 2025
- **Vendor Shortlist Announced:** February 20, 2025
- **Interviews (if applicable):** February 24-26, 2025
- **Final Decision:** March 1, 2025

Submission Instructions

Please email your proposal in PDF format to admin@hpac.ca with the subject line: "HPAC Website Vendor Proposal."

If you have questions about this RFP, contact Martina at admin@hpac.ca

Conclusion

HPAC is committed to selecting a vendor that aligns with our vision and technical needs. We look forward to reviewing your proposal and potentially working together.