

GainingEdge

# Content Review and Website Development

Proposals due October 8, 2021

## Overview

### Advising the World's Business Events and Tourism Industry

Founded in 2004, GainingEdge operates from seven cities worldwide and has successfully delivered over 100 engagements across the globe. We are a specialist consulting firm advising primarily to the international business events and tourism industry. We specialize in issues related to establishing and managing destination marketing organizations, advice on the development and expansion of convention centres, strategic support for associations, as well as broader aspects of the international tourism and meetings industry.

### Our Mission

Creating knowledge and best practices to build a sustainable industry and stronger association and destination communities.

### Our Vision

GainingEdge will be the leading global consulting partner to destinations, associations and the business events industry, helping to power their success.

### Website Overview

Our primary online presence is the GainingEdge website [www.gainingedge.com](http://www.gainingedge.com). This website, built on WordPress, was developed over 5 years ago. It is in need of significant improvement as we require support to help:

1. edit the content on the website to ensure it is up-to-date.
2. design and develop a new website

A first phase of work has already been completed with some structural changes being made to the website and with this second phase we are looking for vendors who can assist in the website development and content rewrite process. Please note that the website copy is to be prepared by GainingEdge. We are searching for expertise to guide the content development, assisting GainingEdge consultants in this process.

Our site's primary objectives are to:

- Showcase GE's brand to the world
- Generate leads by portraying GainingEdge as a thought leader in the business events industry
- Share GE's research and projects
- Provide updates and new developments in business events industry

### Website Audience

The site attracts an average of 1,000 page views with over 600 users every month. Average time on the site is 1 minute and our main audiences are from primarily English-speaking countries.

## Website Limitations

We consider not enough traffic is being generated to our pages. The challenges we face are to:

- Deliver the right content for the right audience
- Increase our SEO
- Have an inclusive website that is professionally developed and user friendly
- Have a much-needed content management structure for back-end control which will give custodians a better command on what goes out to the public
- Have an effective feedback system to enable a two-way conversation with our users
- Make the site multilingual (in the long term)

## Content Gaps

Through an internal assessment, we have identified the following content gaps:

- Packaging: the messaging on the website needs to be broken down in a way that can be understood by our diverse audiences
- Presentation: website has too much text and imagery that is not captivating which makes it difficult to read and scroll through
- Engagement: we need to incorporate ways to interact with our audience and capture their attention

The current website cannot adequately address these challenges because:

- The overall structure and design of the website is mostly based on GainingEdge's internal structure, rather than how our users consume our content. This makes it very difficult for users to navigate and get what they need, unless they already know where it is. In addition, we currently lack a search functionality to help our users navigate the site.
- Structural and technical inflexibility of the current site greatly affects the site's cross browser and screen adaptability

Thus, the need for a new website that will cater for all these in a modern and efficient way.

## Scope of Services

GainingEdge is interested in proponent's response to the following scope of services based on a phased approach, with identification of tasks and deliverables for each phase, and a quote for each phase. We may proceed with all phases proposed, or we may only proceed with some of the phases.

We would like to contract a developer and copy editor to carry out the content rewrite and update on the GainingEdge website as well as the website development. Work on the site will begin as soon as possible. A framework document with current website content has been set up to assist in the process.

Scope of the project includes:

- Provide general counsel and recommend approaches for the new site
- Review the structure of the existing website and plan an updated IA (information architecture)
- Advise on metadata approach and provide basic metadata in content inventory
- Define a viable user experience (UX) that utilizes a responsive web design approach

- Source and ready core imagery to be used within the website
- Coordinating with GainingEdge (GE) to review content that falls under the GE specialists (consultants) area of expertise
- Coordinating with GE to review existing case studies/project briefs so these are consistent
  - Content and editing are to be carried out by various team members of GainingEdge, which is internally coordinated. GE has assigned an internal project manager who will provide support to the web developer/copy editor and act as a liaison between you and GE team to ensure you receive all the necessary content.
- Ensuring that all reviewed content is consistent in terms of writing style and tone.
- Establishing SEO keywords and snippets for all reviewed content

We require the following features on the website:

- Use of a mobile-friendly and responsive platform that is accessible and easy to use
- A simplified navigation system
- A sitemap
- Seamless integration with blogs, social media tools and video. New website should enable feeds from at least three platforms (LinkedIn, Twitter and Facebook).
- Provides state of the art security and encryption features, including secure channel for contacting GE for enquiries, job applications, feedback, etc
- Utilises and aligns with web analytics tools (GE is using Zoho and Google Analytics currently)
- Site branding with themes aligned with GainingEdge's branding and priority areas
- A smart search engine that is user friendly, scalable and functional
- Simplification of presentation of site content
- Delivered system should enable easy content and structure updates (including menus and sub-menus) by end-user editors without dependency or need for backend re-coding
- Testing before deployment of the new website

The following features are value add-ons of interest for inclusion in the website:

- Smart pop ups on top performing pages
- Call-to-action tools to capture interest of site visitors
- Integrations with an appointment/contacting book that allows audience to book time for meetings/calls through the website

### **Deliverables**

- Information Architecture (IA) planning document
- Content inventory outlining new structure, core metadata, and rationales
- User Experience (UX) planning document
- Wireframes for key break points (mobile, tablet, desktop)
- Creative concept and design direction document
- Treatments/theming of all tools, widgets, and features noted in the RFP
- Space for sharing tools, and integration of social media feeds
- Files visualizing all required page layouts
- Documentation of site-wide styles, states, and treatments (for developer use)

- A responsive website that is optimized for mobile devices
- A website design that allows GE to maintain, add content to the site and make day-to-day updates without relying on a third party

## Submission of Proposal

*Please address the following in your proposal*

### **Response to scope of services required:**

- Overview of your methodology, process and description of services
- Timing and deliverables of the process
- Total budget for services, you may suggest value add services
- Explain why you are best suited for this assignment

### **Additional information to be submitted:**

- Details of your business and who you would assign to this project including qualifications and history with the company/companies
- Previous experience in similar projects, including examples of work
- Business references from those who are familiar with your work

## Pricing

Your pricing must encompass all design, development, acquisitions necessary for development and testing. Please also include pricing in your proposal regarding technical support expenses for up to 12 months of support following the 'Go Live' date. This expense will be considered in addition to the budget for the design and development components above.

Please provide your pricing for each of the phases you propose for this assignment. Include in your quote the estimated number of days (or hours) per phase.

## Timeline

RFP Issued:	September 16, 2021
Last Day for Questions from Providers:	September 23, 2021
Proposals Due from Providers:	October 8, 2021
Estimated Award:	October 25, 2021
Assignment Begins:	November 1, 2021

## Submission

Interested parties should submit an electronic proposal via email to Mercy Cheron, [mercy@gainingedge.com](mailto:mercy@gainingedge.com) by **8th October 2021**.

## Contact

For questions or clarifications please contact:

Mercy Cheron

Project Manager

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