

# Request for Qualifications

## Caracara Trails Website Development & SEO Implementation

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### 1. Background

cdcb | come dream. come build. is a private, 501(c) (3) non-profit community housing development organization. Founded in 1974, cdcb has been providing safe, sanitary affordable housing to the citizens of South Texas, and is now one of the largest non-profit producers of single-family housing for homeownership in Texas.

cdcb has partnered with local and national organizations to develop and manage the Caracara Trails (CCT), a vision that is built upon the Lower Rio Grande Valley Active Transportation and Tourism Plan for a 428-mile hiking, biking and paddling trail network. We are seeking a service provider to develop the CCT website (<https://www.caracaratrails.org/>) on a secure platform; upload multi-media content and data to the new site with an assured service level, support in continued website maintenance, hosting, and Search Engine Optimization/Marketing (SEO/SEM). The upgraded website, with the implementation of SEO/SEM, is to be the digital face of the CCT.

### 2. Objectives of the assignment

The successful service provider's roles and responsibilities will include developing the CCT website to be a fast and user-friendly experience, making the website responsive, improving the content management system (CMS), as well as implementing SEO/SEM to the CCT website and social media pages.

### 3. Scope of Services

The scope of services and key deliverables shall consist of the following:

- Propose an appropriate, secure, and attractive website template with the following mandatory features:
  - responsive / mobile-friendly design
  - a CMS that is secure and easy for any CCT member to use
  - Create a bilingual (English/Spanish) friendly website
- Implement the website template/design approved by CCT.
- Migrate all new/existing content (including files and texts) into the new website template/design.
- Check for and fix within agreed timeframes any issues/bugs on the new website template/design.

The Service Provider must provide:

- A website warranty period of 1 year from the final approval of the new website (any bugs or issues during this period will be fixed without charge)
  - On-demand website maintenance service for the agreed duration of the Agreement.
  - Training & support of cdcb/CCT staff on updating website content
  - Plan and implement an effective SEO and SEM approach for the CCT website on Google and social media. The service provider must demonstrate the following as a

result of the SEO and SEM approach:

- significant increase in organic keywords and traffic into the CCT website
- significant increase in direct traffic or paid search traffic into the CCT website
- significant increase in the number of backlinks to the CCT website
- Provide monthly reports on the performance of the agreed SEO and SEM approaches.

#### **4. Required capabilities**

The successful service provider will have the following:

- Proven experience in website design (WordPress and/or Joomla preferred), development, hosting, and content loading
- Proven experience in SEO implementation and Google analytics (a certificate in SEO implementation would be an advantage);
- Agile programming experience desired, including flexibility to quickly respond to any unforeseen changes that may occur;
- Excellent communication skills and fluency in English and Spanish;
- Basic knowledge of the OS industry and understanding of end-user;
- Experience with HTML, CSS, JavaScript, PHP, and other common development languages;
- Significant portfolio of proven design experience.

#### **5. RFQ / Proposal Format Requirements**

Interested service providers must complete the Response Form provided with this RFQ to submit an offer. Requested information includes:

- Summary of your company's experience;
- Elements included in the proposed work: visual design, modification of WordPress backend, etc.;
- Your experience with SEO strategies
- Details of elements you may outsource;
- Your pricing mechanism (e.g. fixed bid, estimate, bill by hour) and billing intervals, if any;
- Work sample portfolio, including websites your firm has designed and/or developed that are most relevant to this project. Include the client company name, phone number, contact name, type of work you performed, date of project completion, and the client website URL;
- Availability and cost of additional design, user training, site modification, and custom programming post-rollout of the redesign.

#### **6. Evaluation Criteria**

##### *Technical Criteria*

cdcb will assess each submission based on compliance with this RFQ, ability to meet the requirements as specified and overall value. The technical response will be evaluated using the following criteria:

- A. Capability and experience delivering services similar to CCT requirements as described in this RFQ. (35%)

B. Proposed approach to delivering the required CCT website development (35%)

C. Proposed SEO and SEM approaches to improve the search ranking and visitor traffic of the new CCT website (30%)

cdcb may consider other factors in evaluating the proposals. The technical score will account for 80% of the total score.

#### *Financial Criteria*

Following consideration of the technical response, cdcB will undertake a price comparison of all suitable offers. The resulting financial score will account for 20% of the total score.

#### **7. Duration and contracting details**

The web developer will work under the guidance of cdcB at all times with regular updates on progress or any problems that may be encountered.

#### **8. How to Apply**

Please submit all proposals at <https://cdcb.jotform.com/211476129535053>

If you have any questions, contact Adrienne Wheatley, Caracara Trails Project Manager at [awheatley@cdcb.org](mailto:awheatley@cdcb.org) . Deadline for application submittal is July 9, 2021.