

**REQUEST FOR PROPOSALS
WEBSITE RE-DESIGN AND MODERNIZATION
FOR THE
COCONINO PLATEAU WATERSHED PARTNERSHIP**

The Coconino Plateau Watershed Partnership (CPWP) is requesting proposals from qualified firms for the re-design and modernization of its current website located at cpwac.org. CPWP wishes to make its website appealing, easier to navigate and functional so it professionally presents an image of the organization to its community of users and visitors. Proposals shall be completed and submitted on this form and are due by 5:00 PM (Mountain Time), January 30th, 2023. Proposals and questions regarding proposals may be emailed to the CPWP Coordinator, Ron Doba at rdoba@cox.net.

CUSTOM WORDPRESS WEBSITE DESIGN

Proposed Cost

Website Design and Development

\$ _____

- Installation of CMS (Content Management System) WordPress responsive theme onto specified server
- Custom designed look and feel of website with fresh graphics for a simple, clean and easy to use design – including custom header/footer and side widgets, etc.
- Creation of pages and menu structures to outline content in a clear way with appropriate calls to action
- Migrate and format all pages/content from current website to new CMS. Work with client to focus on business goals and how to effectively communicate to desired audience for each section of website
- Google map integration on contact page
- Gallery of images
- Slideshow/Video/Audio file integration where appropriate
- (4) interactive forms with automatic email responses for questions/contact us
- Responsive design to work on mobile devices
- Links to social media/partners
- Installation of Google Analytics for tracking use
- Server configuration and set up
- Site map submission

Keyword Analysis and Implementation

\$ _____

- Lay the groundwork for search engine optimization. Run a detailed report on what meta keywords should be added to the site content, metadata, page titles and links by assessing competition and geographical reach. Add appropriately throughout website for search engine optimization.

DOMAINS, HOSTING & SECURITY

Domain name \$ _____

Website Hosting \$ _____

Website Security Protection Services \$ _____

- Plugin & WordPress Core Updates
- Block Brute Force Attacks (login attempts)
- Weekly Website & Database Backup with Offsite Backup Storage
- Security Scans every 12 hours including:
 - Malware Detection
 - Security Anomaly and File Change Detection
 - Blacklist, DNS, and SSL Monitoring
- Web Application Firewall
- Intrusion Detection System
- Unlimited Malware Removal

ONGOING SERVICES

WordPress Theme & Plugin Troubleshooting \$ _____/hour

Website Content Changes and Additions \$ _____/hour

Timing of payment for the above services shall be negotiated between the CPWP Coordinator and the representative for the successful submittal. Submittals will be reviewed by the CPWP Technical Advisory Committee/Public Outreach Committee and a recommendation for the award of contract made to the CPWP Board of Directors at the February 24th, 2023 Board meeting. Please provide links to domains of three websites designed by your company.

Link 1 _____

Link 2 _____

Link 3 _____

Company Name: _____

Contact Name: _____ Phone: _____

Signature: _____ Date: _____