REQUEST FOR PROPOSAL: WEBSITE REVAMP

The Global Network Initiative (GNI) is seeking proposals from qualified and experienced web development agencies or freelance web developers to revamp our website. We are excited to embark on this project to enhance our online presence, improve user experience, and update our website with a refreshed brand identity.

About GNI
GNI is a multistakeholder initiative that brings together leading information and communication technology (ICT) companies, civil society organizations, academics, and investors, collaborating around a shared framework for the protection of freedom of expression and privacy in the ICT sector.

Target Audience
The website is accessed by GNI’s diverse, globally situated members, policymakers, regulators, investors, and partners through which they can easily access information about GNI’s past work, ongoing activities, members, and up-to-date information such as media releases, policy outputs, annual reports and additional resources.

Project Overview
The objective of this project is to revamp our existing website to make it more accessible, user-friendly, and optimized for search engines.

Scope of Work:
The scope of work for this website revamp project includes, but is not limited to, the following:

1. Website Design:
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- Develop a modern, clean, and professional design concept that aligns with our brand concept.
- Design a visually appealing homepage and consistent page templates for other sections.
- Ensure responsive design for optimal performance across desktop, tablet, and mobile devices.
- Incorporate effective typography, imagery, and multimedia elements to enhance user engagement.

2. Content Management System (CMS):
   - Implement a user-friendly CMS/or improve GNI’s Wordpress-based CMS that allows easy content updates and management.
   - Integrate appropriate plugins or modules for added functionality and features.
   - Retain or restructure existing content and support facilitation of migration of key content.
   - Provide necessary training and documentation to our team members for CMS usage and content updates.

3. Information Architecture and Navigation:
   - Analyze and improve the website's information architecture and navigation structure.
   - Enhance user flow and make content easily accessible through intuitive navigation menus.
   - Implement an effective search function for quick content retrieval.

4. Search Engine Optimization (SEO):
   - Optimize the website for improved search engine visibility and ranking.
   - Conduct keyword research and implement on-page SEO techniques.
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- Ensure proper URL structures, meta tags, and schema markup. Ensure that existing URLs are retained or redirected so that GNI’s Google index is not impacted.

5. Integration of Social Media and Analytics:
   - Integrate social media sharing buttons and enable social media account integration.
   - Implement web analytics tools to track website performance.

6. Templates
   - Provide templates for official GNI outreach, including high resolution logos, social media branding, and documentation.

Timeline (tentative):
- Proposal Released: Jul 5, 2023
- RFP responses due: Jul 20, 2023
- Selection of Shortlisted Bidders: Jul 31, 2023
- Final Selection and Notification: Aug 7, 2023
- Preliminary Start Date: Aug 9, 2023
- Back End Review / Progress Report: Aug 21, 2023
- Finalizing site and Testing: Sep 1, 2023
- Staff Training: Sep 11, 2023
- Launch of site: Sep 18, 2023
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Proposal Submission
Interested bidders are requested to submit their proposals no later than July 20, 2023 via email to GNI senior communications associate Ramsha Jahangir rjahangir@globalnetworkinitiative.org, and Membership Associate Setu Bandh Upadhyay, supadhyay@globalnetworkinitiative.org

The proposal should include the following:

1. Company Profile: Provide a brief overview of your company, including your experience in web development and examples of similar projects.
2. Approach and Methodology: Describe your proposed approach, methodology, and timeline for the website revamp project.
3. Team and Expertise: Outline the qualifications and expertise of the team members who will be working on the project, including their roles and responsibilities.
4. Portfolio: Present a portfolio of relevant website revamp projects you have completed, highlighting the key features and functionalities.
5. Cost Proposal: Provide a detailed breakdown of the estimated costs for the project, including any additional revamp services or ongoing maintenance packages if applicable.

Selection Process
Proposals will be evaluated based on the following criteria:
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1. Demonstrated experience and expertise in website development/revamp projects.
2. Quality and creativity of proposed design concepts.
3. Technical capabilities and understanding of best practices in web development.
4. Timeliness and feasibility of the proposed timeline.
5. Cost-effectiveness of the proposed solution.

Please note that GNI reserves the right to accept or reject any proposal and to request additional information or clarification from bidders if necessary. If you have any questions or require further information, please contact rjahangir@globalnetworkinitiative.org