

Enterprise Florida Website RFP – Q&A

1. Will hosting be managed by EFI with potential input from the agency partner or is providing hosting a requirement of the RFP? If managed by EFI, should hosting platforms or costs be considered part of the response and estimate? **Hosting platforms and costs are not considered part of the response and estimate. EFI currently manages hosting with WPEngine.**
2. What actions does EFI considered a conversion on the current site? **Completion of a website contact form or website-initiated phone call.**
3. Is <https://sites.enterpriseflorida.com/> part of this project or will that be maintained separately? **The EFI GIS system will be maintained separately.**
4. Are there other subdomains that are included in this redesign? If so, what are they? **None.**
5. Are the Partner Login and EFI Staff resource login sections part of this project or do they go to a different domain? If part of this project, may we get access to those sections of the site prior to submitting a binding estimate? **The Staff and Partner sections are within the same domain and provide internal information and digital assets. External access cannot be provided to those sections of the site prior to submitting an estimate.**
6. What third party vendors (such as event services) are being used on the site? Will those continue as is or should we consider alternatives in the estimate? **None.**
7. The technical requirements state that the new site should be compatible with the two most recent versions of Microsoft Internet Explorer. The two most recent versions of Microsoft's browser are Edge. Can we clarify if support for Internet Explorer (which is largely deprecated) is indeed required or if the latest two versions of Microsoft Edge will meet these requirements? **Microsoft Edge meets this requirement.**
8. Are there any sections of the site that they are planning on removing or will all current site content need to be reflected in the new design? **The new design will accompany a content audit, navigational updates and content structure refinement.**
9. The objectives state 'Integrates with EFI's other web-based initiatives seamlessly'. What other web-based EFI initiatives will need to be integrated? **Web-based initiatives include various traditional digital marketing campaign, intended to generate website traffic.**

10. Technical Requirements state 'Allow for streamlined administrative workflow' can you provide more details on the current pain points or expectations for a new workflow? **Allow limited access for assigned EFI staff to edit specific content sections within the websites CMS.**
11. Is EFI's expectation a redesign the existing site as is or a complete rearchitecting the user journey, auditing and recommending content changes, and rebuilding the site from the ground up? **The redesign will be a complete rearchitecting.**
12. What is the target completion date for the new site? **January 2021.**
13. Has EFI identified a budget (or budget range) for the project? **The budget will be determined by the work proposal submissions.**
14. In your Website Objectives list, it states "Integrates EFI's other web-based initiatives seamlessly." Can you please provide more details around your other web-based initiatives? **Web-based initiatives include various traditional digital marketing campaign, intended to generate website traffic.**
15. The "Find Properties" area of your current website links to sites.enterpriseflorida.com. Will this link and functionality remain the same on your new website? **The EFI GIS system will be maintained separately and only be linked to from the EFI website.**
16. Are you looking to incorporate any third-party tools on the website? If so, what tools/platforms? **No.**
17. EFI Staff Resources and Partner Login areas – Will these areas remain as is and be separate from the website initiative? **The Staff and Partner sections provide internal information and digital assets. This small section should be considered part of this project.**
18. Has Enterprise Florida prioritized or assigned point values to the five scoring areas discussed in the RFP, i.e. Capability, Processes, Experience, Innovative Thinking and Costs? **Each area will be evaluated independently without prioritization.**
19. Should proposers include a full Dun & Bradstreet report or simply the associated number and rating? **Only associated number and rating are required.**
20. Have you done any previous customer or user research? **Yes.**
21. What specific Key Performance Indicators will you use to measure your goals? **Unique visitors organic traffic, and conversion rate.**
22. What key tasks do typical users perform on the website? **Learn about Florida's business advantages, and EFI's offered services.**

23. How do you promote awareness currently? What are your primary methods of lead generation?
Trade shows, EDO partnerships, Site Selectors and traditional digital marketing.
24. What is your total traffic to the site per month? **40,000 session and 70,000 pageviews.**
25. What is your content marketing strategy? **EFI's content marketing strategic focuses on creating and distributing valuable, relevant, and consistent content promoting Florida as a global business destination.**
26. What content assets does Enterprise Florida have? **Long-form content, whitepapers, business reports, data research, videos, and images.**
27. Will your team need any translation services? **No.**
28. Is there/will there be an Ecommerce component to consider? **No.**
29. Will there be any third-party services deeply integrated with the website? **No.**
30. Is there an app or anything similar that is driven by website data? **No.**
31. Is there data on the website being provided by an external service that lives on the website server (API)? **No.**
32. Is there currently a gated (not publicly accessible) area of the website, aside from the Wordpress admin? **The Staff and Partner sections provide internal information and digital assets to staff members.**
33. If a language translation tool is needed, is there a language translation tool preference? **None.**
34. Tech Stack - What is the current website tech stack that is utilized with your WordPress build? Assuming Linux, Apache, MySQL, PHP (LAMP) and running WordPress 5? Also, where is the website being hosted? This would help us with planning out any data / content migration. **EFI currently manages hosting with WPEngine, including WordPress Version: 5.3.2 and PHP Version: 7.3.**
35. Property Database - Is the plan to continue to utilize GISWebTech for the Property / Community database search for the site selector tool? In the past, we have created a replicated Header / Footer that helps frame the Property Tools to create a consistent experience within the new website, would that work? **Yes.**
36. Data Center - How often is the data center updated? Are these resources all managed as PDF documents, or are there any other type of tabular / data that needs to be managed? Is there anything unique about how the database is organized for the data center that we should be aware of? **The data center information is manually updated with simple tables and PDFs. A more advanced tabular data management systems would be a plus.**

37. Industry Organization - Upon review, it appears that the following content types would have a strategic association by Industry. Are there any that need to be added, modified, or removed?

No changes are required.

- Content Overview
- Featured Content
- Relevant News
- Companies
- Events
- Testimonials
- Downloads
- Point of Contact

38. EDO Partner Login - What's included in the EDO / Stakeholder resource section that is currently housed within the "Partner Login" section of the existing website? **The EDO and Stakeholder section provide internal information and digital assets to EFI's partner organizations.**

39. Lead Generation - With one of the main goals being to significantly increase lead generation, do you anticipate that being measured through online inquiries (form submissions) or direct contacts to the BD team from the website? **Both completion of a website contact form or website-initiated phone call.**

40. Streamlined Admin Workflows - Are there any unique drafting / approval workflows that need to be accounted for within the CMS rules for the EFI personnel? **Allow limited access for assigned EFI staff to edit specific content sections within the websites CMS..**

41. Additional Functionality - Are there any additional website or administrative functionality / features that your current website does not offer that you would like to have included in the new website? **Dynamic frontend charts or graphs generated from data would be a plus.**

42. Existing Integrations - Are there any existing integrations that you are currently paying for or that is enabled within the existing website? **None.**

43. Timeline - Are there any key dates / milestones that we should be aware of associated with the project? Is there a desired timeline that should be taken into consideration? It was mentioned the opportunity will be awarded on April 17. Do you have a timeframe for kick-off? **The website launch is targeted for January 2021, so we would like to start the process as soon as contracts are signed.**

44. Point of Contact - Who will be the primary point of contact and stakeholder that we will be working with to help aggregate feedback, approvals, and internal communication through? Who will be making final decisions/approvals on design? Will this person/people be part of the process from the beginning? **TBD.**
45. What are the top attributes of the current website? **Quality Content.**
46. What are the top three issues/opportunities to improve concerning the website? **User experience, speed to relevant user content, and lead generation.**
47. Are there any challenges/opportunities of improvement with the current CMS? If so, please explain. **Word Press is required.**
48. In addition to what has been expressed in the RFP, are there any operational bottlenecks, stakeholder interactions, or other workflow challenges/opportunities of improvements that are being faced which we may factor in our proposed solution? **None.**
49. Are there any concerns/challenges with a New York based firm submitting a proposal? **None.**
50. In regard to the 20-page proposal limit, can administrative/supportive pages such as the title page, table of contents and client examples be excluded from the count? **Yes.**
51. Does the order of the requested proposal items matter? We would like to consolidate one or more requested sections since they may have overlap. **The structure that the required information is presented is can be tailored.**