



**Rio Hondo Community College**  
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April 13, 2023  
Bulletin No. 2  
RFP No. 2097: Website Redesign Services

The following **response(s)** is provided per question(s) submitted by Bidder(s):

1. **Question:** In section 2 of the RFP, there is a write up on the RFP including the services

"Goals and Google Analytics Set up, Looker Dashboards, Usability Testing, Web Governance, Model Content Pages, Writing for the Web Workshops, Page Writing, Optimization and Migration, Media Services for the Web, and Support Services Filtering"

There are no specifics related to Goals, Google analytics, dashboards or testing, are these included or is the RFP focused solely on the content creation and migrations. If they are included what specifics of scope can be included?

**Answer:** See EXHIBIT A: Statement of Work, starting on page 16 for specifics.

2. **Question:**

(a) For the 50 new pages that need page writing, will the UX and content structure of the page be completed before we write the content or do we also need to outline the page structure to complete this deliverable?

(b) If we are defining the page structure, will this be built from a defined module or template structure defined in other phases of the projects?

**Answer:**

(a) Yes, the UX and content structure of the page will be completed prior to writing the content.

(b) See Question No. 2 (a).

3. **Question:**

(a) For the 70 Optimized Pages, are the goals for optimization already defined or does that need to be included in scope?

(b) For optimization, are we focusing on conversion or SEO (or both) optimization?

- (c) If SEO optimization is included, is there research already conducted for the site or would this be included in this scope of work?
- (d) Any clarity on what research will be done in other scopes would be incredibly helpful to define an approach here, please provide global SEO scope if possible.

**Answer:**

- (a) The tasks are defined in page 18, (Section A 7.1 "Tasks").
- (b) SEO focused with possible conversion depending on page to be created.
- (c) SEO research is to be included as part of the scope.
- (d) Vendor to research the following for new and optimized pages: meta title, meta description, URL structure, keywords, audience.

4. **Question:** For the photos, is there a theme, plan, requirements or other creative direction defined?

**Answer:** We require photographs for both our website and marketing materials, and we are seeking images that showcase campus life in general, as well as specific programs.

5. **Question:**

- (a) Does the Organization plan on using models or real students in this photoshoot?
- (b) If real students are to be used, is compensation for students' use/rights included in this budget?
- (c) Is it possible for Rio Hondo to be responsible for providing Students for the photo shoots?

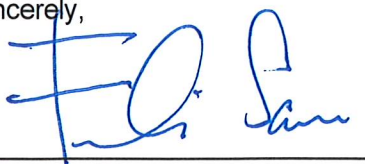
**Answer:**

- (a) Both
- (b) Student(s) will be required to sign a media release form and will not receive compensation.
- (c) Yes, the district will provide student models.

6. **Question:** For the outlined videos, what information is available on usage, plan to where to integrate in the site, concept, length and duration?

**Answer:** We intend to use videos for our website and digital marketing efforts. Each video should have two variations, one that lasts for 60 seconds and another for 30 seconds.

Sincerely,



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Felix G. Sarao  
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