

REQUEST FOR PROPOSAL: WEBSITE REDESIGN

Date of Issue:	February 14 th , 2018
Submission Due Date:	March 2 nd , 2018
Expected Date of Award:	March 15 th , 2018

This Request for Proposals (“RFP”) is being issued by Indus Community Services (Indus) to identify a vendor qualified to plan, execute and deliver the redesign of Indus’ website – www.induscs.ca.

Indus requires a vendor who has demonstrated experience in managing website projects and expertise with best practices regarding successful non-profit website design, development, and deployment.

Background

Indus Community Services is an accredited, not-for-profit community benefit organization that has served local communities for over 32 years. We are a registered charity, supported by our donors and by all three levels of government. Through our professional staff, we are a leader in the provision of culturally responsive services to newcomers, families, seniors.

Vision: Leaders in building strong and supportive communities.

Mission: Supporting our growing communities to manage change through quality client-centered social & health services and responsive public education.

Project Background

Indus Community Services launched a new website in January 2017 after the agency underwent a rebrand and name change from India Rainbow Community Services of Peel. The website offered a refreshed look and featured easier access for the public to obtain information about Indus. Through a recent communications audit of the website and analytics it has been determined that our site is in need of further updates that will help our brand and messaging to our internal and external stakeholders. Indus would like to consolidate and reduce the content on our website to make agency information about our programs and services easily accessible and valuable for all users.

Current Usage / Website Statistics

The top three visited pages on www.induscs.ca are the homepage, locations page & current opportunities page. In the past six months:

- 9,949 users had 14,293 sessions on the website
- Users visited 2.77 pages, spending on average of 2 minutes and 39 seconds on the site
- Our bounce rate is 46.93%
- 67.76% of the visitors are new vs 32.3% returning visitors
- Nearly 50% (49.48%) of new users found the site using Google
- Nearly 30% came from indiarainbow.org
- 13.6% came directly to the new induscs.ca website
- People who visit the volunteer pages read A LOT of other pages



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Project Goals

The key goal of this project is to redesign and update the Indus website so that our users are able to easily navigate and access up to date content of the agency's programs and services. Additionally, it is critical that the following issues are also addressed: integration of our social media sites, increased newsletter subscriptions, event calendar integration, increased online donations and memberships, creation of embedded web forms for the volunteering, student placement and careers sections. In addition to the re-design, our site will need to be updated to correct any broken links and system errors. Indus staff manages the daily website updates internally and written protocols/procedures and video training will be required to be provided for us to continue with basic day-to-day updates.

Target Audiences

The target audiences for the site and their primary usage of the content are as follows:

- General public/potential clients - Referred to Indus or by doing a general Google search
- Current clients - Used to find updated agency information and other offerings such as information sessions/workshops/events
- Potential volunteers - Searching for opportunities to serve their community
- Potential employees - Current & past career opportunities
- Agency partners - Current programs & services offered at Indus. Program updates, news & events and service collaborations.
- Funders - Program updates, news & events

Servers / Hosting/Third Party Sites

- Go Daddy

Style

The new website layout should follow the new branding guidelines of Indus Community Services. The end user must be able to navigate the site and use an optimized search engine to obtain agency information and resources. The site must be mobile-friendly for smartphones, iPhones, iPads, and tablets.

Copy

The copy will be provided by Indus Community Services.

Content Management

Currently day-to-day content management and updates such as uploading postings, news updates, career postings etc. are completed internally by two staff members that have minimal WordPress knowledge. Indus staff manages the daily website updates internally and written protocols/procedures and video training will be required to be provided for us to continue with basic day-to-day updates. Web support and assistance with required updates will be required as necessary.

Services for Newcomers, Seniors, Women and Families

SERVING NEWCOMERS,
SENIORS & FAMILIES
3038 Hurontario Street,
Suite 206 Mississauga,
ON L5B 3B9
Phone: 905-275-2369
Fax: 905-275-6799

HEALTH SERVICES
415 Matheson Boulevard East
Mississauga, ON L4Z 2H2
Phone: 905-507-6099
Fax: 905-507-1787

SETTLEMENT
& FAMILY SERVICES
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I Brampton, ON L7A 1C5
Phone: 905-459-4776
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HEALTH SERVICES
245 Queen Street East, Unit
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SETTLEMENT SERVICES
180-B Sandalwood Parkway
East, Suite 3000, Brampton
ON L6Z 4N2
Phone: 905-840-6666
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FAMILY & WOMEN
SERVICES
60 West Drive, Suite110
Brampton, ON L6T 3T6
Phone: 905-450-4650
Fax: 905-450-5478

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Associated Databases / Catalogs / Accounting / Membership Software

- MailChimp - Manages newsletter subscriptions
- Canadahelps - Online Donation platform
- PayPal - Membership platform
- Google Calendar
- Zappier - Manages internal & external calendar of events
- Embedded Forms - Platform TBD

Required Elements

- Internal Search
- Integration of Call-to-action on all webpages
- Contact Us
- Social media integration - Facebook, Twitter & LinkedIn
- Newsletter subscriptions
- Secure Board Members portal - Unique User access & passwords
- Integrated internal and external online calendar
- Embedded web forms such as client & volunteer applications
- Viewing in all popular browsers - IE, Chrome, Firefox, Safari etc.
- Mobile friendly - iPad, iPhone, Android, Blackberry
- CASL requirements

Search Engine Optimization

Indus Community Services would like to use SEO to rank on page one of searches. This is new to Indus and would require a defined program plan. A recent SEO audit has been completed and there are issues that need to be addressed and corrected. The issues must be addressed and corrected as part of this project.

Accessibility Compliance

The website should be compliant with the requirements of the Accessibility for Ontarians with Disabilities Act (AODA) and Web Content Accessibility Guidelines - (WCAG) 2.0 - Level A.

Traffic Reporting

The website has been set up with Google Analytics and we have been viewing reports for the last year; however, as part of this project we will require setting up goals & reports to track user interactions, behaviour and other recommended reports.

Timeframe

The desired delivery date for the revised website is May 31st, 2018.

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Proposal Instructions

All proposals should be received by 12:00 PM on March 2nd, 2018. Submit your proposal by e-mail to dsingh@induscs.ca.

As part of your proposal, please address the following:

- Sample Project Plan
- Project Budget
- Your approach to website design
- Details regarding your website project management process
- A summary of website development experience
- A listing of existing client references
- Identify who will be involved on your project team, including their relevant experience and credentials

Inquiries and Proposals should be directed to:

Dolly Singh, Manager - Strategic Development

Telephone: 905-275-2369 Ext. 252

Email: dsingh@induscs.ca

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