

# Nebraska Press Women

## Request for Proposals for Website Redesign

Date Issued: October 5, 2024

Proposal Deadline: November 30, 2024

Contact Person: Barb Bierman Batie

Contact Information: barb.batie@gmail.com

### **Purpose of Website RFP:**

Create an engaging, user-friendly and informative online presence for Nebraska Press Women by designing and implementing a new website for use by members and visitors.

### **Project Goals and Objectives:**

- Enhance NPW visibility, provide valuable information to NPW members and visitors to the website, and provide online options for joining and registering for events.
- Establish an engaging online presence through a clean, modern and efficient website.
- Present information in a clear, organized manner for easy navigation.
- Design a website that can be easily maintained by non-web-designers (WYSIWYG).
- Design a website that functions efficiently on desktops, tablets and phones – mobile friendly design.

### **Project Background and Summary:**

The current NPW website ([www.nebraskapresswomen.org](http://www.nebraskapresswomen.org)) is dated in terms of functionality, professional appearance and technology used. In recent years it has only been updated to include current events and activities, so much of the site is out of date. The website is on WordPress 6.6.2. Some plug-ins and features no longer function. The website is hosted by Kelly Supply Company, which also handles our domain renewal.

### **Scope of Work:**

- Design a website on a platform that is easily updated by members without a web-design background.
- Make home page visually appealing with featured rotating photos, an information section, photo/information boxes, join now button, social media links, and a calendar. Ideally, we would like to also pull the most recent news items from that page to a sidebar on the homepage.
- Provide clear navigation as outlined in the attached draft site map. Include options for accordion sections on some inside web pages.
- Include a search bar.
- Include seamless integration to a payment option for membership dues, registrations and donations. We currently use Pay Pal but would be open to suggestions of other options.

**Requirements:**

- Meet with NPW website committee remotely to review site map and make suggestions for changes that would improve the site and/or be more cost effective.
- Work with NPW committee on coming up with color scheme, fonts, headlines and other design elements before the site is built.
- Submit a project timeline based on beginning website development after copy and photos are received. All information for the website will be provided to the web designer and not taken from the current website.
- Provide one round of updates after site is designed. Outline how much time is included for updates, along with charges for time over this on a per-hour basis.
- Provide or recommend a secure hosting platform. Please separately bid on the annual cost for hosting, along with managing renewal of NPW's domain name. Include how backups will be handled.
- Incorporate search engine optimization (SEO) and search engine management (SEM) into the website. Please detail this process.
- Implement appropriate security measures for the website. Please detail this process.
- Work with the current website host to move the website to the new hosting site.
- Provide training and/or clear written instructions on how to make updates to the site.
- Provide information on costs for future maintenance of the site, if needed.
- Provide at least two references and links to a minimum of three websites bidder has designed.

**How to Submit a Proposal:**

Submit a copy of the proposal with bids clearly stated to Barb Batie, [barb.batie@gmail.com](mailto:barb.batie@gmail.com).

*Proposals should not exceed 15 pages, including references and a sampling of websites designed. Please submit all materials in one PDF file.*

Subject line: NPW Website Bid

Deadline: November 30, 2024

**Selection Criteria:**

- Completeness of bid
- Technology proposed, including website platform and where the website will be hosted
- Maintenance plan and options
- Qualifications, at least two references, and a minimum sampling (via links) of three websites bidder has designed
- Price for developing the website and annual hosting fees

*We appreciate your review of the RFP and look forward to receiving a response if the project appears to align with your expertise and availability to complete the work. As a small, budget-conscious organization, our goal is to have a fairly lean site that still is inviting, engaging and reflects the professionalism to which we are committed. Thank you for your consideration.*

# Nebraska Press Women Website Sitemap

## Home Page

Logo - update

Social media links at top

Three to five rotating photos

Mission statement – NPW is an affiliate of NFPW and mission

What NPW Offers

Three Photo Boxes with a line of text and links to inside pages:

- Contests (link to contest page)
- Awards (link to awards page)
- Conventions (link to conventions page)

Join Now button

Sidebars -

Calendar of events

Recent News (pulls from News section)

## About

*All on landing page – no drop down options*

Brief history

Leadership

National Affiliation

## Join

*Benefits of Membership on landing page*

Dropdown menu items -

Membership Eligibility

Join NPW or NPW/NFPW

Writer's Network (if we keep it)

## Conventions

*Short overview of conventions on landing page*

Dropdown menu items -

Upcoming State Conventions

National Conventions

Past Speakers (recap of a few past speakers)

## **Hall of Fame**

*Overview of Hall of Fame on Landing Page*

Dropdown menu items -

Current Inductees (past 2 years)

Hall of Fame Members (by year)

Nominate

## **Contests/Professional Honors**

*Short recap of these on landing page*

Dropdown menu items -

Communicator of Achievement

Professional Contest

High School Contest

## **Scholarships**

*Short recap of two scholarships on landing page. Include donate button with options to donate to both scholarships.*

College – current winners with photos – accordion menu with lists of past winners (possibly)

High School – current winner with photo – accordion menu with past winners (possibly)

## **News**

*Current news on landing page*

News Archive

Newsletters (for two years, if we have PDFs to post)

Photo Gallery (possibly)

## **Contact**

Online contact form

Follow us on social media with links

*(leadership email links are on About Us section)*