Q&A on the Seed Global Health RFP to Provide Website and User Experience Design Services

Vendor eligibility

Q: Are non-US-based companies eligible to participate in your RFP, and do you have any regional preferences for vendors?

A: As an international organization, we welcome collaboration with companies worldwide and evaluate vendors based on the strength and value of their proposals, not on their location. Non-US-based companies, including those based in other countries, are eligible to submit a proposal.

Scheduling calls with prospective vendors

Q: Can we schedule a call to discuss the RFP further before submission?

A: To maintain fairness within the RFP process, we will not be speaking to vendors before submission as we will not be able to schedule calls with all prospective vendors.

Budget

Q: Could you provide an approximate budget range or maximum budget for this project to help us tailor a proposal that aligns with your expectations and goals?

A: We are open-minded about the budget for this project and all proposals will be considered based on the value they provide.

Q: Would Seed prefer to have a proposal with tiered options?

A: Proposals with tiered pricing options will be considered.

Q: Are there specific line items within the budget, such as design, development, and post-launch support, or would Seed prefer an all-inclusive pricing model?

A: Proposals with itemized pricing and all-inclusive pricing will be considered.

Q: How much flexibility does Seed have for incorporating additional requirements or features as the project progresses? Should we plan for a specific number of scope changes?

A: There will be some flexibility in incorporating additional requirements as the project progresses. Proposals can factor in scope changes.

Design and content

Q: Do you plan to retain all your current content on the newly redesigned site, or are there posts that can be archived? Will this need migrating to the new site?

A: We would be happy to archive blog content (especially anything older than two years) but we would like to keep this content accessible via an archive on the website. All other current content will need to be migrated as part of the redesign.

Q: How much of your current content do you think you'll keep vs rewriting it?

A: There are likely to be tweaks to current content on the website, but we do not intend for this to be a full rewrite. The focus is more specifically on how it is displayed.

Q: Is there a reason to keep the podcast outside the main site?

A: The podcast is an older resource from Seed. We are happy for this to be integrated or archived on the main site as part of the redesign.

Q: Could you share some examples of websites that resonate with you in terms of striking visual appeal and user experience or other health NGO websites to help us focus on specific areas of the industry?

A: As noted in the RFP we have two main goals for our website: 1) show the breadth of our impact educating and advocating for the global health workforce of the future, and 2) set us apart from other global health NGOs. We do not want to "copy" the design of another website – we want to be different and set ourselves apart from other global health NGOs. Once we have chosen a vendor, we will be happy to go into more detail on this and share examples of other websites we are inspired by or like the design of.

Q: Can you elaborate on your preferred balance between complex and simple design elements to balance the need for a visually engaging website while also prioritizing user experience for all audiences, particularly those with lower bandwidth and accessing the site from mobile devices in developing countries.

A: On balance our website must favor accessibility. But even if the design is simple, we still want to set ourselves apart from others.

Q: What do you like/dislike about the current site?

A: We would like to maintain the image centric design and increase the use of storytelling across the site. The main changes we would like to focus on, as referenced in the RFP, are the homepage, CTAs across the site, functionality and editability on the backend, user journey.

Q: Are there any additional features/functionalities/pages/content beyond what is stated in the RFP that you are considering adding to the site both short-term and long-term?

A: The RFP contains the main features we would like added to the site. In the future there could be more. We are also open to discussions with the chosen vendor on additional features, functionalities, pages.

Q: Do you have an existing library of photos/videos or a stock photography/video account we can use?

A: We have a newly refreshed stock of videos and photos from 2024 that we would like to use across the new site. We will also be adding to this in the future. Once a vendor has been selected, we will share all resources with them.

Q: Will you need assistance with creating or curating any additional graphics for the website?

A: There is potential that support will be needed to create additional graphics for the redesigned website, this will depend on proposals.

Q: Who is going to be responsible for copywriting?

A: The Seed team will be responsible for copywriting content for our website.

Q: What are the KPIs for gauging the strength of the design? I.e. is this based on peers, or is there any other frame of reference?

A: As specified in the RFP the strength of design will be measured against the proposal's ability to deliver a visually striking website that creates an engaging environment for visitors, improves user experience (including mobile user experience), and encourages sign-ups to our newsletter and other calls to action (CTAs), including around fundraising.

Q: Are there specific KPIs (Key Performance Indicators) or metrics your team will use to measure the project's success? If so, what are those metrics?

A: The two key KPIs for the redesigned website will be an increase in responses to the new CTA and an increase in traffic to our website blog/articles/news.

Q: Can you explain more about the requirements for this deliverable 'Develop and integrate new visuals that represent Seed's work into the site – e.g. infographics and interactive maps'?

A: The proposed interactive maps, referenced in the RFP, would be to demonstrate where and who we work with in each of our country programs. For infographics these could be to highlight our impact in numbers or different programs.

Q: Would you be interested in the integration of a tool that would allow your team to create some of these infographics and interactive maps themselves?

A: We are happy for this option to be included in any proposals that are submitted.

Q: When you say "reform the build of individual pages from the current un-editable templates to versions easier to edit by staff" are you envisioning a page builder experience that allows you more flexibility when it comes to page layouts?

A: We would like greater flexibility for page layouts that staff can edit themselves after the initial redesign.

Q: Are you looking a full redesign of the website or looking at more enhancements to your existing design based on the current site's foundation?

A: We are happy for proposals to be submitted which build on the current website's foundations or propose a complete rebuild.

Q: Can you share what your current taxonomies and tags are now to give us an idea of where we'd be starting from to "link relevant story/event/news articles, especially country pages"?

A: We currently use both categories and tags on our blog and news posts that relate to our programs of work and country programs that we would like to link to our other pages.

Q: Do you have any testimonials or case studies to showcase Seed Global Health's successes?

A: We have a variety of content that could be used on our website including quotes, testimonials and case studies. We will be open to discussions with the chosen vendor on the inclusion of these in the redesign.

Q: Should we build specific templates for certain types of content (e.g., impact stories, research publications) to ensure consistency and streamline updates?

A: We welcome proposals that include specific templates for different types of content e.g., blog posts and news articles. But these must be editable by staff.

Q: Will Seed staff need the ability to create new page templates, or will the website be limited to predefined layouts?

A: As per the RFP, the website needs to be able to be maintained by Seed staff. Seed staff will need the ability to edit page templates in the future rather than non-editable templates.

Q: Would Seed be interested in personalizing user journeys based on visitor types (e.g., donor, volunteer, policymaker)?

A: We are open to all proposals.

Q: Should news, events, and impact stories be dynamically populated on the homepage, or would a manual update system be preferred?

A: As per the RFP we would like to redesign the homepage to be more engaging and stand out from the crowd (include adding news and stories and the newsletter signup CTA).

Technical requirements

Q: Is the current site built on WordPress? Do you have a preferred CRM platform?

A: As specified in the RFP we favor the use of WordPress in-house as our current site is built with the CMS platform. But we are open to proposals that utilize alternatives to reach our goals. With regards to the CMS platform our main priority is for the site to be maintained by Seed staff so training may need to be provided.

Q: Where is your current website hosted, and do you plan to continue with this provider, or are you open to hosting services from the vendor?

A: We currently host our site via GoDaddy. We would be happy to move to a different vendor if we can transition easily. Once the redesign is complete, we would like to continue managing this in-house.

Q: Are you able to give us read access to the WordPress admin/CMS? Or can we have a demo of the WP admin with a member of your team? This will help us review whether we could work on your existing site to make improvements, or whether a 'from scratch' rebuild would be more cost effective. We'd be happy to sign an NDA.

A: To maintain fairness within the RFP process, we will not be speaking to vendors before submission as we will not be able to schedule calls with all prospective vendors.

Q: How is SEO currently managed, what are your goals for SEO success, and are there any SEO challenges or priorities moving forward? Should we budget for an SEO maintenance contract?

A: SEO is currently managed in-house using Yoast SEO. As a rapidly growing organization we would like to optimize SEO to support our communication strategy goals, including reputation management, awareness building, and advocacy. Going forward, the focus is on ensuring the website aligns with these goals while addressing any evolving needs. We would like to continue managing our SEO in-house following the redesign.

Q: Are there any known technical issues with your website that need to be addressed?

A: The initial build of our website was based on templates – these are not editable by our in-house staff and this is a major issue for us. The site needs to be able to be managed in-house by our staff.

Q: Please clarify the social media and email marketing integration requirements.

A: We would require Mailchimp, YouTube, LinkedIn, Instagram, Facebook and Twitter/X to be integrated into the website.

Q: Can you elaborate on one of the project goals included, "update the security and administrative models of the website"? Have there been security issues in

the past that should be addressed?

A: There have been no security issues in the past, but we would like to ensure our redesigned site is up to date on all security necessities.

Third-party applications

Q: Will the new website need to integrate with any 3rd-party applications/ databases/ etc.?

A: The website would need to integrate with 3rd party applications including Mailchimp and Gravity Forms, and Stripe Pay.

Q: Please confirm the use of Gravity Forms, Stripe Pay and any other types of web forms used across the site?

A: Our site utilizes Gravity Forms, Easy Forms for Mailchimp and Stripe Pay.

Q: Is the donation section deemed part of the scope? Or is it a standalone integration/subsite being managed independently?

A: All pages across the website are deemed part of the scope.

Q: Are you open to considering third-party fundraising platforms like Givebutter, PayPal, Network for Good or similar, or would you prefer to continue with your current donation setup?

A: We are happy to move to a third-party fundraising platform if we can transition easily from our current platform.

Q: Do you currently use any specific analytics that need integration?

A: We currently use WP Statistics and CrazyEgg for website analytics that would need integrating or replacing with the redesign.

RFP process

Q: What is the timeframe for your decision on the chosen agency?

A: We are planning to make a decision by January 2025 on a vendor.

Q: How many vendors or agencies are involved in the RFP process, and how many do you plan to interview during the final stages after shortlisting?

A: This is an open competition; we will review all RFP submissions and there is no limit.

Q: Is there an incumbent or partnering agency that will bid on this project? If not, is there a reason Seed is not interested in continued collaboration with them? If yes, will their proposal be prioritized above others?

A: This is an open competition; we will review all RFP submissions and there will be no preference for any vendors.

Q: We always do an initial website audit as part of our submission procedures. Do you want us to share that as it may help improve and revise the RFQ, or shall we only use it for our own purposes related to submission?

A: Please only use it for your own purposes related to the submission.

Q: Are we able to assume there is no expectation for visuals to be submitted as part of the RFP?

A: Please submit the proposal that best shows off your company's ability to deliver on one the specifics in the RFP.

Q: What's important to you in finding an agency to work with?

A: Please refer to the RFP for selection criteria.

<u>**Seed team**</u>

Q: Who will be involved on your team in terms of collaboration and decision making?

A: The communications team consists of four staff and this project will be led by our digital content manager along with our senior director of communications.

Q: How many internal stakeholders will involved in the project?

A: Your main point of contact with Seed will be the Communications Team. Other stakeholders will be consulted internally via the Communications Team.

Legal compliance and accessibility standards

Q: Are there legal compliance requirements for the website that we should be aware of?

A: Our organization is registered as a 501(c)3 non-profit in the USA so we must comply with relevant regulations. This includes displaying this information and our annual financial accounts. We must also comply with regulations around donations and data collection/privacy policy.

Q: What specific accessibility compliance standards are you expecting the site to meet (WCAG 2.1, AA or AAA)? Does the website need to be audited against accessibility standards by a third party?

A: U.S. 501(c)(3) non-profit organizations must comply with certain website accessibility standards as websites of non-profits are generally considered "places of public accommodation". Web Content Accessibility Guidelines (WCAG) are the benchmark for compliance, and we aim to comply with the WCAG 2.1 (Level AA).

Q: Given your work with audiences around the world, are there data privacy regulations specific to these regions that need consideration as part of the rebuild?

A: As a U.S. based organization we must comply with U.S. data laws.

Data

Q: Do you have any metrics/analytics data on the percentage of your website traffic that comes from mobile devices and/or the bandwidth speed breakdown for visitors?

A: In the last 30 days the device usage breakdown on our website is: desktop 54.6%, mobile 44.7% and tablet 0.8%. In terms of bandwidth speed, we don't have specific data, but we have data on the countries where traffic to our website comes from the top 5 being: USA, Uganda, Malawi, Ethiopia, UK.

Q: Do you have any website traffic statistics you can share with us?

A: In the past 90 days we have seen:
- 11,000 visits to our website, with over 22,600 views
- Operating system: Windows 33%, iOS 24% and Android 23%

- Browser usage: Chrome 60%, Safari 16%
- Most visited pages: [Home Page](), [Become an Educator](), and [Work with Us]()

Q: Have you noticed any significant changes in your organic traffic the last 6 months?

A: No, we have only recently invested in our website analytics software.

Q: Who are the website's primary users, and what do they use the website to do?

A: From the data we have available our primary website users are those interested in our program work, advocacy efforts, and job applicants.

Brand

Q: Do you have brand guidelines you can share?

A: Once we have chosen a vendor, we will share our full brand guidelines.

Q: Please clarify your expectations around the brand identity work.

A: We do not intend the proposals to engage with any work around our brand identity, only to draw up proposals sympathetic to it.

Testing

Q: You note doing testing with users. Do you have users available, or would you need the agency to recruit users for testing?

A: We have Seed staff available to undertake testing on phases of the redesign.

Q: Should compatibility testing on legacy browsers or devices for users with limited tech resources be conducted?

A: Yes, a range of testing will need to be completed with a variety of users.

Q: Should we plan for a rollback process if certain new features fail or do not meet expectations during beta testing?

A: The selected vendor will work with Seed staff and other partners as appropriate to test content and/or software development efforts as needed. We will review issues as a team.

Timeline

Q: Is there a specific objective driving the March 15th launch date, and is there flexibility in the timeline or openness to a phased launch approach?

A: There is some flexibility in the launch date, and we are open to a phased launch. Please include in your proposal details of a phased launch.

Q: What is driving the launch timeline?

A: We would like to implement changes to the website as soon as possible to achieve our communication goals. We are open to doing this in a phased approach, but please include in your proposal details of a phased launch.

Q: Is the March 15, 2025, completion deadline flexible if there are unforeseen delays, or is this a hard deadline?

A: There is flexibility for unforeseen delays.

Q: Would you be open to a phased launch plan (e.g., initial delivery of core pages followed by iterative rollouts) or prefer a full-site relaunch all at once?

A: We are open to a phased launch. Please include any details of the proposed phased launch in your submission.

Q: What specific functionalities do you need operational as soon as the redesigned website launches? Which audience actions (e.g., newsletter signups, event registrations, donations) are top priorities to achieve in the first few months postlaunch?

A: Key functionalities that will need to be operational by the launch date are updated CTAs, including newsletter signups and a redesigned homepage. Further agreement on deliverables will be discussed with the selected vendor.

Q: Would Seed prefer regular progress meetings or updates (e.g., weekly, bi-weekly) to review progress and gather feedback?

A: We are open to options for regular progress updates. Please include in your proposal how you will work with the Seed team to respond to feedback and review progress.

Project Handover and staff training

Q: Will ongoing maintenance and support be required post-launch? If so, for how long and in what capacity?

A: We are open to discussing possibilities of ongoing maintenance once the initial redesign is complete.

Q: Are there final acceptance criteria or specific deliverables Seed needs to ensure project completion (e.g., performance tests, documentation, final training session)?

A: As per the RFP, for project completion, the preparation and handover documentation including, but not limited to, software and systems manuals, maintenance and operation manuals, and as-built package (including electronic and hard copies of drawings and site architecture) indicating any changes to the original design, systems, specifications, and installations as previously indicated must be provided. Training shall also be provided to pertinent Seed staff as part of the final transition.

Q: Should we plan for a handover review session where all deliverables are verified against Seed's final approval requirements?

A: This can be factored into timelines for the project within your proposal.

Q: Would the team benefit from additional documentation or walkthroughs of the site's backend architecture for future troubleshooting?

A: Yes, as per the RFP, trainings will need to be delivered to pertinent Seed staff as part of the final transition.

Q: Should the training include hands-on practice sessions where staff can test managing site content under supervision?

A: The option of hands-on practice sessions can be included in the submitted proposal.

Q: How many team members will require training, and would Seed prefer training in person (if feasible), through live virtual sessions, or as video tutorials and written documentation that can be revisited as needed?

A: Less than 10 Seed staff will require training. As an international organization training can only be undertaken virtually. Written documentation will be required as part of the project handover.

Other

Q: This particular proposal is for design, but it does seem that content strategy and perhaps engagement strategy go hand in hand with this- is this something you are looking for as well?

A: We are looking for proposals that cover the scope detailed in the published RFP.