Website Redesign Request for Proposal (RFP)

1. Introduction

The Greenhouse Gas Management Institute (GHGMI) is seeking proposals from qualified web design and development firms to redesign our current website, https://ghginstitute.org/. Our goal is to create a user-friendly, visually appealing, and mobile-responsive website that effectively communicates our mission, enhances user experience, and supports our strategic objectives.

2. About GHGMI

Established in 2007, GHGMI is a nonprofit organization recognized under section 501(c)(3) of U.S. tax law. Our work encompasses building individual and institutional capacity on GHG accounting, auditing, and management by delivering technically rigorous training curricula authored and instructed by leading experts from around the world. We train professionals to meet the highest standards of expertise and ethical conduct, while also conducting forward-looking research into critical GHG measurement, reporting, and verification (MRV) issues. Our mission is to enable meaningful climate action by governments, corporations, and organizations by growing and supporting a global community of experts and institutions with the highest standards of professional practice in measuring, reporting, verifying, accounting for, and managing greenhouse gas emissions.

3. Project Goals and Objectives

Our current website was launched in 2015 and is in need of a refresh to better reflect our brand identity, improve user experience, and enhance functionality.

The primary goals of this website redesign project are:
- Improve user experience and navigation to make it easier for visitors to find the information they need within website pages, blog posts, and products
- Enhance the visual design to create a modern, professional, and visually appealing website that reflects our brand identity and engages our audience, including improved data visualization of tables, maps, profiles, and charts
- Increase website traffic and engagement, through search engine optimization, multi-language or localization, and well-positioned prompts for audience conversion actions (e.g. sign-up, donate, consent, purchase, contact, etc.)
- Ensure the website is mobile-friendly and responsive across all devices and web browsers
- Implement best practices for search engine optimization and integration with google analytics
- Integrate product payment with automatic user account creation within our existing Moodle Learning Management System
- Upon website launch, migrate website from current server to new server
- Upon website launch provide two complete trainings for, staff content update training and staff IT training
- Provide a fully transparent and detailed post-launch website maintenance and improvement plan

4. Target Audience

Our target audience for this website includes existing and future members, learners, partners, GHG experts, and donors. Our audience is based internationally.

5. Scope of Work

The scope of work for this project may include, but is not limited to, the following tasks. Proposals should describe how each of the project deliverables will be provided.

Phase	Tasks	Deliverables
Phase 1: Plan and develop site architecture	Initial discovery, consultation, and project planning (e.g. meetings with staff, analytics review, project management roles/responsibilities, etc.) Information architecture and sitemap development	● A detailed project management plan, including well-defined functional requirements, timeline, roles, responsibilities ● Sitemap beta ● Sitemap alpha
Phase 2: Design visual interface	User interface design and development New graphic or page content design and development	● Three UI wireframes and mockups of redesign options ● Final UI wireframe and mockup of redesign
Phase 3: Build and integrate	Content management system implementation Migration of existing content (e.g. historic blog posts, people, products, pages) Loading of new or edited content Integration with third-party applications (e.g. social media, QuickBooks, LMS, security, antispam, payment options, etc.)	● Website beta ● Website alpha
Phase 4: Testing and launch	Search engine optimization Desktop, browser, mobile responsiveness Website testing and quality assurance	● Testing/QA log (functionality, usability, security, performance) ● Website launch
Phase 5: Support	Provide best practices for updating and backing up the platforms Staff training on updating content within CMS	● All website design files ● Website maintenance and improvement plan ● 6 hours of staff training

	Staff training on IT, including any custom code developed 6-months (5 hour/month) of post-launch maintenance and support	● 6 months (5 hours/month) of website support and maintenance

6. Timeline

Phases 1-4 should be completed within 12 months of contract execution. Phase 5 should be completed within 6 months of website launch.

Please outline your proposed timeline each project phase within your proposal.

7. Indicative Budget

We seek proposals within $20,000-45,000.

We will accept proposals that exceed or fall below this range, provided a strong justification is provided.

Budgets should be presented with the total cost associated with each phase. If implementation options exist, a presentation of cost options should be provided.

9. Evaluation Criteria

Proposals will be evaluated based on the following criteria:
● Experience and expertise in web design and development
● Understanding of our target audience and project goals
● Quality of the proposed design concept
● Functionality and technical capabilities
● Experience with similar projects
● Business hour overlap with U.S. Pacific time-zone
● Cost proposal
● References

10. Submission Instructions

Please submit your proposal electronically to careers@ghginsitute.org by July 26, 2024. Your proposal should include the following information:
● Company information, contact details, and time-zone of business operations
● A brief overview of your experience and qualifications (including proposed project team members and their roles)
● A proposed approach to the project, including your design philosophy and methodology
● A detailed project timeline for each project phase
● A detailed budget for each project phase (Note: If budget ranges or options exist within phases, please provide detailed disaggregated information to understand the range or options.)

- Website examples from at least three past clients
- Contact references from at least three past clients

Direct any questions regarding this RFP to same email address as above. Questions and proposals will be reviewed on an ongoing basis up until the submission deadline. We look forward to receiving your proposal.

Disclaimer: GHGMI reserves the right to reject any or all proposals, to waive any informality in the RFP process, and to accept the proposal deemed to be in the best interest of the organization.

Commitment to Diversity, Equity, Inclusion, and Justice: GHGMI is committed to fostering a diverse, equitable, and inclusive environment for all. We encourage all qualified proposers to submit a proposal, regardless of size, location, or ownership status. We value a wide range of perspectives and experiences and believe they are essential for achieving our DEIJ goals.