



WEBSITE REDESIGN REQUEST FOR PROPOSAL

PROJECT OVERVIEW

Doctors for America is issuing a request for proposal to redesign our website, <http://www.drsvoramerica.org/>.

We are seeking a redesign that will include a comprehensive review of the current content and functionality on the website, in addition to new features detailed throughout this RFP. The chosen submission will provide our organization with a modern, streamlined digital presence that provides Doctors for America with a leading online platform for our members' voices to be heard.

ORGANIZATIONAL OVERVIEW

Doctors for America mobilizes doctors and medical students to be leaders in putting patients over politics on the pressing issues of the day to improve the health of our patients, communities, and nation.

INFORMATION ABOUT THE CURRENT STATE OF THE WEBSITE

Our website is currently utilizing the HiFi Content Management System. The website, while considered modern when built, is lacking in both features and designs compared to our organizational peers.

The website has significant content currently on the website, including 826 blog posts published by 88 authors. These posts need to be transferred to the new site, maintaining all links and content from each post. In addition, posts must be tagged or authored by the appropriate author.

All other pages with content may potentially be transferred over, based on internal meetings with stakeholders. The winning submission should assume all content being transferred over. Reductions in content will only be allowed following confirmation from our lead stakeholders, based on either a migration or merger of content and current needs.

There may be limitations to the access or export of information from the backend of the current website. While access may be provided, your submission should assume that you will not be provided with access to either of these.

NEW WEBSITE REQUIREMENTS

We are requiring our new website to be built on a non-proprietary platform. We would prefer WordPress, but are open to other options if there is a reason to choose them. The key is ensuring that we are not restricted to utilizing our design agency, with all future website maintenance and updates.

Website must utilize a contemporary, responsive design. The user interface and calls to action should incorporate and be designed for an increasingly mobile audience.

Website should heavily tie-in with [The Action Network](#), our new platform for organizational management. More information about their system can be found on their website.

The new website design should be thematically consistent with Doctors for America's logo and branding. Website must be compatible with at least the most recent versions of Microsoft Edge, Firefox, Chrome and Safari.

The website should link to, and potentially incorporate content from Doctors for America's social media streams. This includes any to all of the below channels:

- <https://www.facebook.com/DoctorsforAmerica>
- <https://twitter.com/drsforamerica>
- <https://www.youtube.com/user/drsforamerica>
- <https://www.instagram.com/drsforamerica>

Website should follow standard best-practices for SEO, including, but not limited to, customized and keyword targeted URLs and page titles. Meta-descriptions for all main pages (not blog posts) should also be customized. While we understand any website migration could cause changes in Google rankings, we expect that a responsive, efficient website will lead toward consistent, or even better Google rankings within 60 days of launch.

The website should integrate Google Analytics, packaged within Google Tag Manager. At launch, Google Analytics should include conversion actions set-up for all forms submitted through the website. In addition, you will be required to assist our team in claiming the domain via Google Search Console for the purposes of SEO analysis.

STAKEHOLDERS OVERVIEW

The new website should be targeted toward the three main stakeholder groups:

1. **Current Members**
2. **Potential New Members**
3. **Press and members of the public seeking our organizations' insight.**

HOSTING REQUIREMENTS

In addition to the website redesign, we are seeking new hosts for our website. Any hosting information should be included as an optional choice for our organization. We would like to see both what your hosting provides, and if we choose to set up our own hosting for your website, what its requirements are.

For the hosting that your organization provides, the following are required:

- SSL Certificate implementation and automatic renewal.
- Daily backups.
- Data center environment undergoes a SSAE-18 examination at least annually.
- DDoS protection.

MIGRATION & LAUNCH REQUIREMENTS

The winning submission must include assistance migrating the website over, and the launch of your new website. In addition to providing the required work to handle any DNS migrations required, 301 redirects are expected to be put in place at launch to ensure a smooth transition for previous website traffic and search engine spiders.

ONGOING MAINTENANCE

Please include information in your proposal on any options for website training, or maintenance, post-launch.

TIMELINE

Our team is looking for the website build to be completed within six months of contract signing. We would appreciate a faster timeline if possible. Detailed deliverable dates, from the point of contract signing, should be included in your submission.

BUDGET

A project budget range has been identified as between \$5,000 and \$20,000.

PROPOSAL REQUIREMENTS

In your response to this RFP, please include details of your proposal plan for website redesign, development, and launch. We would like to see the following elements:

- Explanation of how you'd tackle the various requirements of this project.

- Budget breakdown, including the cost the website design and a broken-out cost of hosting.
- Detailed timeline
- Explanation of ongoing maintenance
- Previous experience with WordPress or chosen platform
- Previous experience with building the websites for 501(C)(3)s or medical organizations, including case studies with quantitative results.

This project is work for hire. We require the ability to be provided with full access and ownership to the code, creative, and all media included.

QUESTIONS

Any questions should be directed to info@drsforamerica.org