

## **Request for Proposal**

Website Development and Maintenance

### **Due Date**

September 1, 2023, at 4:00 pm MDT

### **Contact**

Amy Thompson  
Director, Marketing & Communications  
Business Link  
amy@businesslink.ca

## Company Profile

Business Link is a government-funded non-profit that has been helping Alberta small businesses start and thrive since 1996. The team provides personalized support and resources, market research, virtual workshops, and 1:1 business advice for entrepreneurs to start and grow their businesses in Alberta.

## Project Brief

Business Link is seeking a qualified and experienced website contractor to develop/edit and maintain our WordPress website [businesslink.ca](http://businesslink.ca) on an ongoing basis.

The selected service provider will be responsible for ensuring the website's optimal performance, security, and user experience. Ideally, the service provider will live in the Alberta region.

The selected service provider will invoice Business Link on a monthly basis.

## Scope of Work

The successful applicant should be experienced with WordPress, Avada, and HTML.

We estimate an average of average 5-15 hours of work per week, but this will vary over time. We currently have several pages on our website that require reformatting and updated content.

The scope of work for the web editing and maintenance includes, but is not limited to:

- Content Updates – text, image, and video
- Software Updates & Integration
- Security Maintenance
- Search Engine Optimization
- Responsive Design
- Testing & Quality Assurance

## RFP Submission Requirements

1. Submit a 1-2 page proposal outlining previous related project work and your capabilities/experience to design the projects listed above. Including your hourly rate.
2. Provide work examples and/or an online portfolio.
3. Provide 2-4 client references, including a short project description and contact information.



## **Selection Criteria**

- Relevant experience and expertise
- Demonstrated ability to meet the outlined objectives and scope of work.
- Track record of successful communication and fast turnaround times.
- Client references and website examples.
- Cost for services offered.

## **Deadline for Submissions**

Please submit your proposal to Amy Thompson, Director of Marketing & Communications, at [amy@businesslink.ca](mailto:amy@businesslink.ca) by September 1, 2023. All contractors will receive status updates regarding their applications.

