



SEO & PPC for Website RFP - Utah Office of Tourism

SEO/PPC website, advertising, marketing, UOT, Utah Office of Tourism

Open	4/12/2019 11:00 AM MDT	Type	Best Value
Close	5/17/2019 2:00 PM MDT	Number	CF19075
		Currency	US Dollar

Sealed Until 5/17/2019 2:00 PM MDT

Contacts

Cassidee Feinauer

cassideefeinauer@utah.gov

Commodity Codes

Commodity Code	Description
80140	Marketing and distribution including market research and sales and business promotion activities and trade shows and exhibits
82100	Advertising including public relations and consulting services and advertising agency services and media placement and fulfillment and video production and video editing services

Description

Issuing Procurement Unit Division of Purchasing & General Services
Conducting Procurement Unit Utah Office of Tourism

SEO & PPC for Website RFP - Utah Office of Tourism

SOLICITATION # CF19075

This Request for Proposals ("RFP"), having been determined to be the appropriate procurement method to provide the best value to the Conducting Procurement Unit, is designed to provide interested Offerors with sufficient basic information to submit proposals. This Request for Proposals ("RFP") is issued in accordance with the Utah Procurement Code and applicable administrative rules of the Utah Administrative Code. If any provision of this RFP conflicts with the Utah Procurement Code or Utah Administrative Code, then the Utah Procurement Code or Utah Administrative Code will take precedence.

Purpose of this Solicitation

The purpose of this RFP is for the State of Utah to enter into a contract with a vendor to provide a solution to the following problem that the Conducting Procurement Unit is experiencing: The size and complexity of visitutah.com and the diverse needs of UOT's site visitors necessitate a highly optimized pay-per-click (PPC) and search engine optimization (SEO) program led by proactive account manager.

Our PPC and SEO are complementary strategies to increase our visibility and performance for key search terms to capture traffic generated by marketing campaigns and increase awareness of Utah as a travel destination.

We are seeking a offeror who brings a holistic approach to measuring and managing our program.

Definitions:

- Informational content: Places to Go, Things to Do, Plan Your Trip content across visitutah.com

- Editorial content: Written and video content on the website
 - Current examples of editorial content may be found at visitutah.com/articles
- Campaigns: The Utah Office of Tourism (UOT) currently has four Pay-Per-Click campaigns: 3-season, year-round, winter, and urban. Each campaign holds multiple sub-campaigns and/or ad groups with multiple keywords, negative keywords, ads, extensions, and adjustments to help optimize content and budget.
- Life Elevated brand: Details about our brand can be found here: <http://travel.utah.gov/marketing/the-utah-brand>

Background of the Conducting Procurement Unit

In 2013-14, the Utah Office of Tourism launched a multi-channel digital strategy to engage with travelers online by ramping up our social media, digital marketing, PPC, SEO, and content marketing efforts with actively expanding our body of content at visitutah.com. We see high-quality content as a critical tool for engaging with prospective travelers and our goal is to create compelling travel-related content and make it available whenever and wherever prospective travelers want to receive it. We see our website as an important piece in both capturing travel interest and motivating high-quality, well-informed travel to Utah. In addition, we see our website as essential to helping the UOT reach its primary business objective of growing quality visitation to Utah. In 2018, visitutah.com received 3.4 million new visitors from organic and paid traffic, an increase of more than 400 percent over the last five years.

As our agency's mission has evolved, so too has our content strategy. Increased travel volume has put pressure on our national parks and many of the state's top destinations. Responsibly managing our tourism industry and cultivating quality visitation necessitates targeted marketing efforts and strategies and increased collaboration among programs.

VisitUtah.com	New Users	Sessions
CY2014	933k	1.1m
2015	1.3m	1.7m
2016	2.2m	2.9m
2017	2.7m	3.5m
2018	3.4m	4.5m

Source: Google Analytics

Expectations for Deliverables by the Conducting Procurement Unit

General:

- Demonstrate capacity to work directly within a content management system (CMS) and bandwidth to execute on the tactics and strategies outlined below
- Must provide a dedicated account manager
- Responding offerors may not manage PPC or SEO programs for bordering states (Colorado, Wyoming, Idaho, Nevada, Arizona, New Mexico)

PPC Program:

- Provide a road map for managing the UOT's multiple paid search campaigns
- Monitor campaign performance and budgets to continuously optimize for ad quality and relevance, click-through and conversion rates, and appropriate keyword bidding
- Collaborate with UOT's web content, social media, and PR team as well as the UOT's media buyer as part of the strategy for paid search
- Work with web development and content team to make recommendations for increasing the quality and relevancy of visitutah.com's PPC landing pages to ensure a high-quality user experience
- Help manage a PPC production schedule and timeline to create clear milestones
- Work with data management team to help create and review dashboards of PPC activity and engagement
- Utilize expertise and tactics to recommend improvements to campaigns and inform visitutah.com landing page content opportunities
- Buy media from Google, and recommend and license software for executing, tracking, optimizing, and reporting on the strategy

- Identify a project management tool to track progress and work in real-time

SEO Program

- Present a strategy rank in the top 3-5 organic results for target content clusters, which will include a baseline of ongoing destination and affinity priorities that visitutah.com does or can easily own combined with emerging cluster concepts or activities
- Monitor keyword positioning and develop a strategy for appearing in the top 3-5 for 100 target keywords of primary tourism destinations and activities
- Monitor organic visibility and identify areas for improvement on a monthly basis, including:
 - Gap analysis
 - Mobile Performance
- Closely evaluate and monitor SERP in key content areas (to be evaluated) to ensure appropriate positioning and collaboration with county and local partners
- Audit and repair technical SEO errors on a monthly basis, including meeting these standards:
 - 0 internal and external broken links at the end of each month
 - 0 missing meta titles, description and tags
 - 0 404 Missed redirects
- Implement a strategy for optimizing content for voice search technology
- Optimize content for Google sidebar
- Optimize content with attention to editorial voice and standards
- Present strategy to close the gap in search visibility and present stretch goals for long-term growth in SEO visibility
- Review site content for SEO optimization opportunities and present plan and schedule for executing on opportunities
- Demonstrate an approach to evaluating the latest SEO tactics and strategies to identify the most relevant tools and practices for visitutah.com
- Recommend a tool (or tools) to monitor technical SEO performance and opportunities
- Identify a project management tool to track progress and work in real-time

Project Goals for the Conducting Procurement Unit

UOT's aim is to enter into a collaboration with a pay-per-click advertiser and search engine optimization firm who can help the UOT implement and actively manage a comprehensive PPC and SEO strategy to capture and grow quality visitutah.com traffic.

The goal is to connect the right information to the right visitor at the right time with a highly optimized, multi-campaign search engine advertising and optimization program that also creates a strategic alignment of that program with UOT's portfolio of paid media, organic and paid social media, PR, and other digital channels.

Contract Award

It is anticipated that this RFP will result in a single contract award to the responsive and responsible offeror with the highest score justified by the procurement code.

Closing date and time

The closing date and time for this sourcing event is **May 17, 2019, at 2:00 PM Mountain Time**. If your time is different from that shown, your profile may be set to a different time zone. Please see the attachment titled "Changing Your Time Zone" in the Buyer Attachments section for directions on how to update your profile. It is your responsibility to make sure you submit your response by the date and time indicated above.

Length of the Contract


The contract resulting from this RFP will be for FIVE (5) years or the time identified by the awarded vendors during the clarification phase.

Anticipated Schedule

The following is the anticipated schedule for this procurement. The Division reserves the right to alter these dates. All deadlines are prevailing (Daylight or Standard) Mountain Time.

ACTIVITY	DATE
RFP Issued	April 12, 2019
Offeror Webinar Google Meeting. Copy this link to attend: meet.google.com/bim-mxyk-vat (No RSVP needed)	April 17, 2019, at 2:30 PM
Deadline for Questions during the Question and Answer Period	May 10, 2019, at 2:00 PM
RFP Offeror Submittals Due Date	May 17, 2019, at 2:00 PM
Interview	June 17-18, 2019, Times TBA
Identification of Potential Awarded Offeror	June 19, 2019
Clarification Kick-Off Meeting (on site)	July 1, 2019, Time TBA
Signing of Contract	After July 10, 2019
Anticipated Authorization to Proceed	The contract is anticipated to begin August 1, 2019

It is the sole responsibility of the Offerors to examine, with appropriate care and diligence prior to submitting its response to the RFP, the RFP and all conditions which may in any way affect its response or performance under the Contract (if awarded).

 Required to View Event

Prerequisites

★ Required to Enter Bid

- ★ 1. Vendors must complete and upload Attachments B, C, and D.
- ★ 2. Vendors must complete and upload Attachments D1, D2, and D3.
- ★ 3. All proposals in response to this RFP will be evaluated in a manner consistent with the Utah Procurement Code, Administrative Rules, policies and the evaluation criteria in this RFP. Offerors bear sole responsibility for the items included or not included within the proposal submitted by the Offeror. Each area of the evaluation criteria must be addressed in detail in the proposal.
- 4. For the interview, you must have the account manager for SEO and PPC or the respective managers for each if there are multiple managers. There will be one interview with all of these positions in that interview.
- ★ 5. Offerors may request that part of its proposal be protected by submitting a Claim of Business Confidentiality Form. See the Buyers Attachment section.
- ★ 6. Offeror may take exception and/or propose additional language to the Standard Terms and Conditions that have been attached to this RFP.
- ★ 7. The issuing procurement unit may not accept a proposal after the time for submission of a proposal has expired.
- ★ 8. Additional information regarding this solicitation.
- ★ 9. Offeror must guarantee its pricing for the period described in this RFP.

Buyer Attachments

1. [Description of Solicitation Process](#)
2. [Terms and Conditions for Services \(Agency Contracts\)](#)
3. [Attachment B - Key Personnel Form](#)
4. [Attachment C - Price Proposal Sheet -PPC](#)
5. [Attachment C - Price Proposal Sheet -SEO](#)
6. [Attachment D - Project Capability Templates](#)
7. [Attachment E - Clarification Phase Guide](#)
8. [Attachment F - Weekly Risk Report Guide](#)
9. [Attachment F1 - WRR Template.xlsx](#)
10. [Claim of Business Confidentiality Form](#)
11. [Changing your Time Zone](#)
12. [Examples of Attachment D](#)
13. [Score sheet](#)

Group 1: Acceptance of Prerequisites

- 1.1 Is Offeror presently or has Offeror ever been debarred, suspended, proposed for debarment, or declared ineligible by any governmental department or agency, whether international, national, state, or local? ★
- 1.2 Offeror acknowledges that it must acquire and maintain all applicable federal, state, and local licenses before the contract is entered into. Licenses must be maintained throughout the entire contract period. Persons doing business as an Individual, Association, Partnership, Corporation, or otherwise shall be registered with the Utah State Division of Corporations and Commercial Code. NOTE: Forms and information on registration may be obtained by calling (801) 530-4849 or toll free at 877-526-3994, or by accessing: www.commerce.utah.gov. ★
- 1.3 Offeror acknowledges that it has uploaded a document providing a point-by-point response to the following prerequisites: the mandatory minimum requirements prerequisite, the technical requirements prerequisite, and any other prerequisite that required a document to be uploaded. ★
- 1.4 In the event that an Offeror offers pricing discounts for educational entities that (1) are applicable to this solicitation and (2) result in lower pricing than what is generally offered to other governmental entities, please attach a separate cost proposal labeled "Educational Pricing" to your proposal. This cost proposal for Educational Pricing is to be submitted in addition to the original Cost Proposal Form and will only be available to authorized end users. The Educational Pricing will not be used to evaluate costs. Offeror acknowledges that it has read and understands this question. ★
- 1.5 Does Offeror have an outstanding tax lien in the State of Utah? If yes, Offeror must provide a statement regarding its debarment or suspension. ★
- 1.6 Is Offeror an employee of the State of Utah? If yes, then Offeror must submit an external employment form signed by Offeror's manager at the State of Utah. ★

Group 2: Vendor Information

- 2.1 Please provide your firm's legal company name. ★
- 2.2 Please provide your federal tax identification number. (If the vendor is sole proprietor please do not provide your social security number.) ★
- 2.3 Please provide your firm's contact information for the resulting contract, including the name, phone number, and email address of your firm's authorized representative. ★
- 2.4 Please provide your ordering address and the remit to address. Please clearly identify each address. ★
- 2.5 Please provide your firm's State of Utah Sales Tax ID Number. If you do not have a State of Utah Sales Tax ID Number, please write "N/A". ★
- 2.6 Identify your firm's type of business. ★
- 2.7 Identify your company's Point of Contact for this solicitation, include the point of contact's phone number and email address. ★

Group 3: Vendor's Submission

- 3.1 I have either attended the pre-proposal meeting or viewed the webinar of the pre-proposal meeting. ★
- 3.2 Upload your completed response for Attachment B: Key Personnel Proposal Form. ★
- 3.3 Upload your completed response for Attachment C: Price Proposal Form for PPC. ★
- 3.4 Upload your completed response for Attachment C: Price Proposal Form for SEO. ★
- 3.5 Upload your response for Attachment D: Project Capability Submittal (LE, RA, VA) Checklist and Format. ★
- Vendor understands and acknowledges that its response, including all uploaded documents, will not be considered received by the State of Utah unless the Vendor clicks submit.
- Even if Vendor uploads all required documents and responds to all required questions its response will not be considered if it does not click submit.
- 3.6 Offeror acknowledges that after completing the solicitation it must click on the link in the left hand menu bar labeled "Review & Submit", then check the box under the "Certification" heading to certify their bid. Then click the blue box labeled "Submit Response" in order to submit their bid. ★
- Once the response has been submitted, Vendor will receive a confirmation that the response was successfully submitted. Vendors who fail to submit their response will not have their response reviewed and will be ineligible for further consideration under this solicitation.