



Alaska Seafood Marketing Institute
311 N. Franklin St., Suite 200
Juneau, Alaska 99801

RFP 2021-0824
Alaska Seafood Marketing Institute (ASMI) Website Design & Management

Amendment #3

Amendment Issue Date: October 21, 2020

IMPORTANT NOTE TO OFFERORS: Only the following items referenced in this amendment are to be changed. All other sections of the RFP remain the same. A copy of the amendment is available at: alaskaseafood.org

The following questions have been asked and answered:

Question #1: In Methodology, ASMI refers to both SEO Optimization and Searchability. Can you clarify if Searchability refers to “on site” search of the website content or how easily the site can be found via search engines?

Answer #1: In the context of the RFP, “Searchability” refers to both the ease and ability for users to search within the site and for the site to be found via search engines, the latter of which is synonymous with SEO Optimization.

Question #2: Do you have an incumbent? If so, who are they?

Answer #2: The current contractor is MSI Communications.

Question #3: Are they in good standing and are they applying for this bid?

Answer #3: At this time, ASMI cannot divulge any information about who may or may not submit proposals. All of this information is confidential until the Notice of Intent to Award is issued.

Question #4: Who built the current site?

Answer #4: Various companies were involved with the initial build, redesign and management of both of ASMI's domestic websites – alaskaseafood.org and wildalaskaseafood.com.

Question #5: What do you feel could be most improved from your current site?

Answer #5: Please review "Background" provided in the Scope of Work (Section 3.01) for more details.

Question #6: Page 4, Sec 1.02 Budget: is the redesign of alaskaseafood.org all other ASMI websites will not be redesigned only hosted. Is this assumption correct:

Answer #6: This assumption is partially correct. As noted in the "Background" (Section 3.01), ASMI currently maintains two domestic websites – alaskaseafood.org and wildalaskaseafood.com – with diverse but overlapping audiences. As stated in the Scope of Work in the same section, the primary purpose of this project is to "research, design, develop and execute a SEO and mobile-optimized web platform to meet the user needs of ASMI's diverse audiences." Per this deliverable stated on page 11 under "RESEARCH & STRATEGY" – "Research and explore the risks and benefits of merging the two domestic sites into one." - We would rely on the results of this research to determine whether to move forward with one website or two.

Question #7: Page 4, 6. Hosting and Maintenance. A. Host of all ASMI websites (domestic and international): Can you list out all digital properties we would be responsible for hosting?

Answer #7: Please see Appendix 1 on <https://www.alaskaseafood.org/about/request-for-proposal/>

Question #8: Page 4, 6. Hosting and Maintenance d. Run analytics reports and perform/advise on SEO updates: Can you provide the frequency of the reports? Describe the extent of SEO advice ASMI is looking for?

Answer #8: ASMI has not established a specific reporting frequency.

Please see the "OPTIMIZATION" deliverables outlined in the Scope of Work (p. 11) for the extent of SEO advice ASMI is looking for.

Question #9: Page 4, 7. Support a. Update and provide user guidelines and training as needed. Can you provide details on the depth of user guidelines, if possible, provide an example?

Answer #9: User guidelines and training should provide the information needed for ASMI staff to effectively manage the site to the extent listed under “PLATFORM” in the Scope of Work (p.11).

Question #10: Page 12, Launch Provide style and user manual to ASMI staff: Can you clarify your expectations for this ‘style and user manual’?

Answer #10: Style and user manual training should provide the information needed for ASMI staff to effectively manage the site to the extent listed under “PLATFORM” in the Scope of Work (p.11).

Question #11: It is stated in the Scope of Work that ASMI hosts all the web assets. However, it appears that hosting might also be requested in the proposal. Please confirm whether or not ASMI is requesting hosting, and if so, what requirements will you be looking for?

Answer #11: ASMI is seeking hosting services for all web assets, inclusive of their international websites, from one centralized hub for ownership and security purposes. See Appendix 1 <https://www.alaskaseafood.org/about/request-for-proposal/> for a list of all ASMI online websites and platforms currently requiring hosting services.