



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 #4

Amendment Issue Date: October 23, 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: Please confirm that your team has access to all of the sites' hosting environments. If there are any that you do not have access to can you please list those out?

Answer #1: ASMI has access these hosting environments through our existing web contractors.

Question #2: Can you confirm if it is preferred that the new vendor takes over the existing hosting environments or migrates them all to new hosting environments in order to better maintain them?

Answer #2: It is preferred that the selected proposer takes over the existing hosting environments and migrates them to the optimal environment to meet the goals outlined in this RFP.

Question #3: Can you confirm if you've had any security hacks in the past six months on any of the domains?

Answer #3: No, we cannot share this information as part of this RFP process. This information would be available to the selected agency.

Question #4: **Can you share any traffic data for these domains? Bandwidth usage? Site size?**

Answer #4: This data is unavailable at this time. The information would be available to the selected proposer.

Question #5: **We also see mail listed. Do you require email hosting for any of the sites? If so, what domain?**

Answer #5: No, ASMI does not require email hosting for any of these sites.

Question #6: **Can you provide any tech details associated with all the domains requiring hosting in Appendix 1? We understand part of the project is to host the sites on the list and provide maintenance and general technical support for them. What we don't know is what technology they use, or if they all have code in place that is common, such as all being WORDPRESS based websites, etc.**

Answer #6: As noted in SEC. 102 (p.4) of the RFP, ASMI is looking for a proposal for maintenance and technical support for ASMI's domestic websites (wildalaskaseafood.com and alaskaseafood.org), which are WordPress based (see p.9). All other sites listed in Appendix 1 predominantly only require hosting and/or extremely limited technical support.

Question #7: **Are the websites in Appendix 1 listed as "inactive" going to be active as part of the quote? Part of the quote specific to hosting/maintenance/support is for those individual domains. We don't know if the ones listed as "inactive" already have websites or not. They might just be domains, nothing more, etc.**

Answer #7: The "inactive" domains do not require any active maintenance or support; they are just domains requiring renewal.

Question #8: **For the domains that are listed in Appendix 1, would we be managing the registration/renewals/records? If the 301 redirects are just going to remain 301 redirects, then we may not need to do anything at all. If we need to point them to our service first and then handle the redirects from there, there could be a bit more involved.**

Answer #8: The selected proposer would be managing the registration, renewals and records for the listed sites. 301 redirects would be considered with the selected proposer on a case by case basis and are not integral to the key goals of this RFP.

Question #9: **Do you have any analytics or data usage type of info on the hosting utilization for any of the sites in Appendix 1? Since the quote needs to cover fixed**

hosting/maintenance/support costs per year, we need to have some general idea of the traffic. If any of them are very heavy traffic websites, it could impact things. I don't expect any of them to be huge-traffic websites, but we want to be sure.

Answer #9: Please see answer #6. Additional information on this topic would be provided to the selected proposer and are not integral to the key goals of this RFP.

Question #10: Do you have any details you can share on the recipes database? The two primary websites are said to have a feed from a recipes database and you've had issues with it. Do you have any specifics as to what the issues are and where the data comes from that you can share?

Answer #10: The recipe database referenced in the RFP is populated by ASMI staff and can be viewed at www.wildalaskaseafood.com/recipes/. As noted in the "Background" provided in the RFP (p.9), *"The dated platform of the database is a cumbersome and restrictive user experience and does not allow for integration into digital platforms (ie. google recipes)."*

Question #11: Can accessing analytics be done via Google Analytics? Some of the requirements involve having access to analytics. While there are some way to get basic analytics details into WordPress or other platforms, the most ideal and unrestricted method would be to just have Google Analytics configure for each site.

Answer #11: Yes, the selected proposer would have access to Google Analytics for the ASMI websites.

Question #12: For the e-newsletter, is there any existing platform or preferred one? There are numerous providers like MailChimp, Constant Contact, and so on.

Answer #12: ASMI has utilized both MailChimp and Constant Contact for newsletter services.

Question #13: Is the Alaska Business License a requirement for a business registered outside of Alaska?

Answer #13: [See Amendment 1, Question 1.](#)

Question #14: It appears up to 20% of the decision is tied to being a business physically located in Alaska and/or a veteran in Alaska, is that right?

Answer #14: The proposal will be determined by the value of the proposal. Alaska bidders and veterans would get a preference if both were to apply.