



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 #5

Amendment Issue Date: October 29, 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: What services are you using via Amazon Web Services? Are you using RDS? How many EC2 instances are you using? Are you using Amazon Simple Storage? What size is the Amazon Simple Storage instance(s)?

Answer #1: This data is unavailable at this time. The information would be available to the selected proposer.

Question #2: Within the RFP it mentions the following: "We anticipate the new website or websites will provide a more intuitive backend user experience and a comparatively condensed level of content and pages presented in a more accessible and intuitive format with clear and direct user pathways."

- a) When it comes to the content, will there be new or revised content or will it stay generally the same?
- b) Either way, will we be required to migrate the content to the new site or will that be handled by ASMI content editors?

c) **Will you need us to conduct a content audit and strategy as part of the website scope?**

Answer #2: a) We are constantly updating and revising the content on our sites so, depending on the project timeline, there will likely be some new and revised content needed throughout this process.

b) As noted on pages 4 and 18, we would like proposers to address “b. Content Migration/Integration” in their cost proposals.

c) As noted under “Research and Strategy” on pages 10-11, “The ideal candidate will take the time to:

- Work with ASMI’s six programs (Communications, Domestic Marketing, International Marketing, Technical, Global Food Aid, Administrative/Executive) and key stakeholders to identify needs, goals and audiences **and audit existing content to meet identified goals.**