



Request for Quote – Website Maintenance Services

Date: February 24, 2022

Invest Puerto Rico Description: Invest Puerto Rico (InvestPR) is a public-private partnership created by law and incorporated as a 501(c)3 nonprofit. InvestPR's mission is to promote Puerto Rico as a competitive investment jurisdiction that attracts new business and capital investment to the island. InvestPR's vision is to be a transformational and results-oriented accelerator of economic development in Puerto Rico.

InvestPR works with diverse stakeholders to position Puerto Rico as a destination for investment. As such, InvestPR collaborates with the island's Department of Economic Development and Commerce, other government agencies, trade organizations, industry partners, and academia. InvestPR helps companies get established in Puerto Rico by assisting them with navigating incentives, connecting them to resources for real estate selection, accessing talent, and making introductions to on-island sector experts as well as industry associations.

Description of Services: InvestPR seeks a web development agency to a) maintain investpr.org – which was built using the Wordpress platform and is hosted by WP Engine, b) deploy new pages at investpr.org upon request, and/or c) properly integrate new functionality with investpr.org via plugins, APIs, or custom code as the scenario requires.

investpr.org must continue to present the ideal user experience with numerous calls-to-action and on-page functionality that drives visitors to a) complete a web-to-lead (W2L) form, b) request more information from InvestPR, and/or c) access downloadable content. Top site objectives include –

- Serving all site visitors by enabling them to easily find what they are seeking.
- Promoting transparency of InvestPR by clearly demonstrating our purpose and offered services.
- Representing InvestPR's brand, work, and position as the "go to" for establishing a business on-island.
- Tracking all site and page activity for future analysis and use in development/improvement of site visitor profiles or user journeys.
- Delivering considerable amounts of information in an easy to navigate UX that is scalable and allows for smart content strategy applications as more pages and content are added to the site.

Scope of Services Required: The selected agency must be able to provide the following website maintenance and development services:



Request for Quote – Website Maintenance Services | February 24, 2022

- Web page or entire website redesign that works in concert with InvestPR brand or marketing campaign activity;
- Development and execution of user experience and usability testing for improvement, then reporting out findings on a monthly or bi-monthly basis as agreed to with InvestPR;
- Ensuring implementation of latest version of Google Analytics, Google Tag Manager, and installation of pixels for tracking all website activity or marketing campaign performance on a monthly and as needed basis;
- Execution of UX and UI design that is aligned with web development best practices for targeting B-to-B audiences on a monthly basis;
- Management and improvement of website information architecture on a bi-monthly or quarterly basis;
- Consultation on and recommendations for content strategy that supports site objectives on a quarterly basis;
- Production of recommendations for and implementation of site-wide search engine optimization on a monthly basis;
- Data capture via interactive forms or email address submission fields that are properly linked to InvestPR's Salesforce instance via an API or custom code.
- Execution of responsive design across multiple device types and browsers, i.e., responsive design that adapts to computer, tablet, or mobile device screen size while rendering properly across multiple browsers;
- Proper integration and maintenance of SaaS applications which may be implemented; and
- Deliver invoices for monthly maintenance services or projects executed in accordance with InvestPR's process which may include, but not be limited to, applying a specific naming convention to invoice, providing detail on invoice describing services provided, or completing vendor forms.

InvestPR reserves the right to modify or delete requirements in this Scope of Services section and, if appropriate, add additional needs prior to and during the term of the contemplated contract.

Timing of Services Delivered: Website maintenance is to be delivered monthly until such time as InvestPR elects to terminate the contract relationship for Services as described above. Deployment of new pages at investpr.org – whether referred to as a campaign page or landing page for time-bound marketing activity – and functionality to meet evolving business development needs will dictate specific timing. A Statement of Work (SOW) will be executed with the contracted agency for deployment in these scenarios and will include an SOW-specific timeline for implementation.

Response: Please include the following in your proposal:

- Two pages describing agency's approach toward providing the Scope of Services described.



Request for Quote – Website Maintenance Services | February 24, 2022

- One page that breaks down the fee to deliver the aforementioned Services on a monthly basis.
- One page describing standard response time windows to InvestPR requests.
- One page describing the agency's qualifications and lists the key personnel who will service the account on a day-to-day and/or for requests.
- Two references from within the last three years describing agency's performance on work comparable to the aforementioned Services. Each reference should include the name, title, telephone number, and email address of the reference who is knowledgeable about work performed.

Proposal submissions should not exceed seven (7) pages, excluding a cover page. Submissions exceeding seven pages, plus a cover page, will not be considered.

Deadline for Submission: March 10, 2022, by 6^{pm} AST

Criteria for Selection:

- 35% - Demonstrated ability and capacity to perform the aforementioned Services for organizations needing to be nimble in response to evolving environments.
- 40% - Fees for performing maintenance and deployment of the aforementioned Services.
- 25% - Relevant experience delivering work comparable to the aforementioned Services.

Questions regarding this RFQ must be submitted via email attachment and sent to cmann@investpr.org no less than three full business days before the Deadline for Submission. RFQ submissions should be sent via email attachment to cmann@investpr.org by the deadline. Gracias.