

## Request for Proposals: Website Migration & Support

### Company Background

PointNorth Consulting, a woman-owned, minority small business located in Vancouver, Washington, is a strategic communications firm dedicated to empowering people and using our gifts for good. Rooted in our core values, we channel our passion into being not just consultants, but partners in strategy and storytelling. As committed communicators, we are proud to serve a diverse clientele in the Pacific Northwest. From architects, engineers, and contractors to educational institutions and public agencies, our expertise lies in understanding the unique needs of each sector and crafting tailored strategies that meet project goals. We are fueled by hard work, an entrepreneurial spirit, integrity, and authenticity. At PointNorth, we don't just deliver results – we build relationships. We believe that strong connections to our team and our community are the building blocks of our success.

### Project Description

PointNorth is seeking a skilled website design/development and marketing professional or agency to support refreshing our company's website. As our company continues to evolve and experience significant growth, we are looking for a collaborative partner to take our website to the next level and provide a deeper understanding of who we are, our work, and how we can serve our key sectors: Infrastructure, Community & Economic Development, and Education.

### Scope of Work

- **Migrate** existing [Contentful site](#) to the Squarespace platform, approximately 8 existing pages.
  - Leverage existing design and content, with new content additions and alterations mentioned in the following scope
- **Improve** the user experience and ensure the information is intuitive, easy to access, and relevant. The layout should guide users through the services we offer, the sectors we serve, our culture, and how we've helped our clients.

- **Develop** a new [project page](#) template and provide recommendations to best showcase our work in our key service areas: Community Engagement, Organizational Development, Strategic Communications, and Marketing + Creative.
- **Develop** new pages for each of our 3 key sectors and provide recommendations on how to connect them with the project highlights, client success stories, etc.
- **Develop** a new page for Leadership is a Verb, context to be shared.
- **Redesign/restructure** our homepage with an emphasis on our key sectors.
- **Redesign/restructure** our solutions / services page to better present our value proposition to clients.
- **Strategically design** and animate website elements so they catch the user's attention and provide depth and subtle movement.
- **Assist** with the creation and optimization of visuals, graphics, and multimedia elements to make the content more compelling.
- **Review** and optimize existing content for SEO purposes.
- **Provide** content and narrative recommendations as needed.
- **Implement** SEO best practices, including meta titles, descriptions, header tags, image alt text, etc.
- **Ensure** accessibility and ADA compliance is upheld.

#### Timeline

- Launch a new site by the end of 2023

#### Budget

- Not to exceed \$20,000

#### Submission Requirements & Contact

Please submit your portfolio, summary of qualifications, approach to the work, and budget to [joinus@pointnorthinc.com](mailto:joinus@pointnorthinc.com). Submittals are reviewed on a rolling basis.

All clarifying questions, inquiries, and proposals should be directed to [joinus@pointnorthinc.com](mailto:joinus@pointnorthinc.com).