

## **Request for Proposals (RFP): Website Redesign & Development**

### **1. Project Overview**

Our organization is seeking a qualified website designer and developer (individual or firm) to redesign and rebuild our WordPress website. The selected vendor will deliver an updated, accessible, user-friendly SEO optimized, and AI search-friendly- site that improves digital engagement and supports our mission.

### **2. Background & Problem Statement**

Our current website no longer meets our operational or programmatic needs. Key challenges include:

- **Usability & Accessibility Issues:**  
The site has significant navigation barriers and does not meet **WCAG 2.1 AA** standards, limiting access for users with disabilities.
- **Outdated Design & Structure:**  
Visitors struggle to find essential information, engage with our mission, or complete online donations.
- **Limited SEO, AI Searchability & Security:**  
Weak SEO and a lack of structured, machine-readable- content make it difficult for the public to find our services through traditional search engines *and emerging AI-powered search tools*. Security improvements will impact trust and resilience.
- **Inefficient Internal Workflows:**  
Staff rely heavily on manual workarounds to manage content and inquiries, reducing time available for mission-driven work.

As digital discovery increasingly happens through both search engines and **AI driven- information tools**, a modern, technically sound website is essential for improving visibility and ensuring our community can easily find the services they need.

### **3. Project Goals & Expected Impact**

Through this redesign, we aim to:

- **Improve User Experience & Accessibility:**  
Deliver a clear, intuitive navigation structure and full **WCAG 2.1 AA compliance** for equitable access.
- **Increase Discoverability Across Search & AI Platforms:**  
Implement strong SEO fundamentals, structured data, clear service descriptions,

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and AI-search friendly- architecture so the site can be accurately indexed and surfaced in AI assistants, AI search tools, and semantic search experiences.

- **Strengthen Engagement & Conversion:**  
Streamline pathways for learning about our services, events, signing up for support, and making donations.
- **Enhance Security & Technical Stability:**  
Introduce modern security practices and improved hosting performance.
- **Improve Internal Efficiency:**  
Where feasible, integrate CRM and email marketing tools to reduce manual processes and boost data-informed outreach.

The redesigned site will increase efficiency, expand community reach, and help ensure users can reliably find our services—whether they are searching through Google, social platforms, or AI-powered search tools.

## 4. Audience Impact

The redesigned website is expected to support:

- **2 staff members** who manage the site and engagement
- **25,000–30,000 annual users**, including community members, clients, donors, volunteers, partners, and other stakeholders

## 5. Project Timeline

Estimated project duration: **4-6 months**, to be completed by end of year 2026.

### Key phases:

1. **Discovery & Assessment**  
Vendor onboarding, UX and accessibility review, content audit, technical audit
2. **Design & Development**  
Branding alignment, wireframes, WordPress build, SEO & AI-search optimization, integrations
3. **Testing & Migration**  
Accessibility validation, security testing, content migration, quality assurance
4. **Launch & Training**  
Deployment, staff training, technical documentation

Project timing will remain flexible based on contracting and vendor availability, and the work will be completed before December 31, 2026.

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## 6. Proposal Requirements and Submittal

Interested vendors should provide:

- Company overview and relevant project experience
- Portfolio demonstrating WordPress expertise, accessibility compliance, and SEO/AI-search-optimized work
- Proposed methodology and project approach
- Detailed timeline with milestones
- Comprehensive cost proposal
- Indication if firm is women-owned, BIPOC-owned, or certified (MWBE), and description of how equity is reflected in your design process
- Team roles and bios
- Two to three references, especially from non-profit organizations

Submit to [marketing@kcdrc.org](mailto:marketing@kcdrc.org). Proposal deadline is Friday, April 3.