

Invitation to Tender for Website Design and Development for Limerick Chamber of Commerce

Tender return date: 29th Dec 2017

Return to: m.mcnamee@limerickchamber.ie

General instructions

Tender bids will only be accepted if received via email, on or before the 29th December

The Form of Tender must be completed in full and emailed to m.mcnamee@limerickchamber.ie with the subject line – Website proposal <your company name>

Introduction

Limerick Chamber are seeking tenders for the redesign and development of its website www.limerickchamber.ie

We feel a reformat and clear structure will make it easier for our target audiences to access information about the benefits of Limerick Chamber.

About us

VISION

Limerick Chamber's vision is to be recognised by our members and stakeholders, as the leading business representative organisation, and a key driver in the delivery of long term sustainable economic growth of a vibrant city and region.

MISSION

Be the champion for business growth & development in the region through

- Informing members
- Influencing policy
- Creating business networks
- Up skilling people

Project Objectives

We want our website to position Limerick Chamber as the leading networking organisation in the Mid-West of Ireland. The website must give us a professional online presence. The main objectives are:

- To explain to any website visitor, who we are, what we do and how they can get involved and to prompt people to take action
- To provide a resource on Limerick Chamber's activity, policy submissions and events
- To be easy to use, well laid out and have a mobile optimised design that is easy to navigate

Our measure of success would be:

1. An increase of enquiries via the website
2. Increase in traffic to the website
3. An increase of average page views per visit and time spent on site

Call to action

Our goal is for visitors to the site to be informed and involved. We need an automated response to an enquiry form to be emailed back to the customer through our email marketing software. We would also like to build an email list, so wish to encourage users to subscribe via the website

Requirements of the new site

Aims

- To portray Limerick Chamber in line with our vision and mission
- To effectively show the benefits of joining Limerick Chamber

Scope/size of the website

We anticipate that the number of pages on the website will be reduced and focus on encouraging click through from the most visited pages (events and news.)

Updating content

We need to be able to update the following types of content on a regular basis in-house. We prefer if the new website was built using WordPress or something similar.

Any other changes to the site will need to be carried out by our chosen agency. Please provide details of a suggested maintenance/support contract.

Call to actions

In order of preference:

1. Telephone call
2. Enquiry form
3. Email enquiry
4. Email list sign up (visible throughout the site)
5. Social media links
6. Search field

Integrations

We use Sensorpro and would like the enquiry form to link to this system if possible.

Content

Part of the requirement is a content audit, and reduce the copy in some sections, merge others and drop some pages altogether

Completely new copy will be required for around 10 – 15 pages, and we require the chosen supplier to provide copywriting services as part of the project. Please confirm whether this is a service that you offer, and provide a separate cost for this part of the project.

We have high quality images that can be used on the site, but some stock images may be required.

Maintenance

We require the chosen supplier to provide us with ongoing maintenance and support.

Required response

We would like to receive your response, in the form of a quotation/proposal, by 29 Dec 2017. Please email your quotation/proposal to m.mcnamee@limerickchamber.ie with the subject line – Website proposal <your company name>

Please include proposal and costs for:

1. Initial build of the website
3. Ongoing maintenance arrangement
4. Copy writing

Any questions regarding the brief can be directed to Mary McNamee, Marketing & Membership Manager, by email (m.mcnamee@limerickchamber.ie)