

The Apiary Website Request For Proposal

Project Title: Creation of a Website for The Apiary - A female-focused co-working space in downtown St. Catharines, Ontario

Submission Deadline: Wednesday, August 7, 2024 at 11:59 p.m.

Contact Information:

Jillian Nero

Director of Strategic Operations, The Talent Strategy Collective

Email: jill@thetalentstrategycollective.ca

Project Overview

The Apiary is a female-focused co-working space designed to support women in their professional endeavors. We are seeking a qualified web development firm to design and develop a dynamic, user-friendly website that will serve as a central hub for our community. The website should reflect our mission, showcase our services, and facilitate member engagement and growth.

Project Goals

1. Launch Date: September 13, 2024 or earlier
2. Budget: \$5000

Scope of Work

The website requires the following pages:

- *Homepage*
- *About Us - to include bios, team, MVVs*
- *Services - to include detailed descriptions of services, features, pricing, images and a CTA button*
- *Membership - to include a sign-up form (no payment widget required) and a CTA button*
- *Workshops & Coaching - to include a calendar and booking form and a CTA button*
- *Blog - to be created for launch at a later date*
- *Contact Us - to include a contact form, location map, contact information, and social media links*

Technical Requirements

- *Responsive Design: The website must be fully responsive and accessible on all devices.*
- *Content Management System (CMS): WordPress.*
- *SEO Optimization: Basic SEO setup to ensure visibility in search engines.*
- *Accessibility: Must be AODA compliant.*
- *Security: Ensure the website is secure and compliant with relevant data protection regulations.*
- *Analytics: Integration with Google Analytics for tracking visitor behavior.*

Submission Requirements

Please include the following in your proposal:

1. Company Overview: Brief description of your company and relevant experience.
2. Portfolio: Examples of similar projects you have completed.
3. Project Plan: Outline of your approach, including timeline and milestones.
4. Budget: Detailed cost breakdown aligned with the project budget of \$5000.
5. Team: Information about the team members who will be working on this project.
6. References: Contact information for at least two references from past clients.

Evaluation Criteria

Proposal will be evaluated based on the following criteria:

- Experience and portfolio quality
- Understanding of the project requirements
- Proposed timeline and approach
- Budget alignment and cost-effectiveness
- Client references and feedback

Submission Instructions

Please submit your proposal via email to jill@thetalentstrategycollective.ca by 11:59 P.M. on Wednesday, August 7, 2024. If you have any questions or require further information, please contact Jillian Nero at jill@thetalentstrategycollective.ca.

We look forward to receiving your proposal and potentially working together to create an engaging and effective online presence for The Apiary.