

## RFP - Complete Website Redesign

### Intro / Project Overview

The HC Companies is a leader in horticultural containers. Several years ago, with a change in ownership, we “inherited” our current website design and platform, which no longer accurately represents The HC Companies today. As we continue with an aggressive business strategy to reinvent ourselves in the horticulture industry through new investments in technology, our website should mirror that strategy not only in design, but functionality and relevance.

Our current website (<http://www.hc-companies.com/index.aspx>) is built on an outdated platform and therefore will need to be redesigned from the ground up - utilizing a modern CMS (WordPress preferred) to provide The HC Companies more editing features and overall management control on the backend going forward.

Google has indexed our site for 2,400 pages. Our product portfolio is robust ([see current catalog here](#)), and therefore featuring products with an intuitive, interactive, ecommerce friendly online catalog solution will be a priority.

### Company Overview

The HC Companies has been a leader in horticultural containers since 1963, servicing the United States and Canada with a comprehensive portfolio of products for a variety of growing needs. The HC Companies is the overall umbrella - providing horticulture containers for the greenhouse, nursery and retail markets under the brand names Dillen®, ITML®, ProCal®, Listo™, Akro-Mils Lawn & Garden® and Planters' Pride®.

### Budget

We are budgeting \$55,000 for this project.

### Timeline

- RFP sent on April 24, 2018
- Deadline for response is May 10, 2018 (EOD)
- Final decision on May 25, 2018
- Go-live date for new site - October/November 2018

### Project Team

- Craig Ruvere, Marketing Communications Manager (lead/contact)
  - [cruvere@hc-companies.com](mailto:cruvere@hc-companies.com); 330-805-6384
- Eric Gunderson, Vice President of Sales and Marketing (approver)
- Margot Beesley, Sr. Director of Marketing and New Product Development (approver)



### Audience

- Growers (greenhouse and nursery)
- Distributors (predominantly greenhouse)
- Retail (garden centers through distribution)
- Emerging markets – cannabis, organic growers

Reference the addendum entitled **Voice of Customer** for individual personas (attached).

### Primary Objectives

1. Bring in new leads and sales
2. Educate new and existing customers as the industry experts
3. Make it easy for customers to request samples or get product information

### Current Website Challenges

- Inability to manage site internally (CMS is outdated and unintuitive)
- Dated design/UI
- Online product portfolio is difficult to navigate and update
- Not responsive
- Not https secure
- No SEO/keyword strategy
- No Google Analytics/Adwords accounts tied to website
- Lacking a proper blog with social sharing features
- No ecommerce functionality

### New Website Objectives

- CMS that can be easily edited internally (WordPress preferred)
- Modern UI that follows our current branding (guide available)
- Better product organization/online catalog/search feature
- Mobile friendly, quick-loading and secure
- SEO and keyword strategy – pages indexed/ranking with Google
- Results tracking
- Blog and social channel integration
- Ability to activate ecommerce
- Distributor portal for downloadable images for their catalogs
- Customer chat feature (tied to our CSRs)
- Get a quote/request a sample “button”
- E-newsletter sign-up to link with our Constant Contact account



**Main competitors The HC Companies loses market share to**

We need to make sure that our site provides the same well-executed experience, while providing a unique design and UI to help further set up apart. Reference the addendum entitled **Competition** for more information.

- [Poppelmann](#)
- [East Jordan](#)

Additional competitors:

- [Summit - Janor](#)
- [NSI](#)
- [Landmark](#)

**Questions to be completed by vendor:**

1. Provide a detailed report highlighting the overall health of our current website.
2. Tell us about what web standards and practices you follow.
3. How will my website project be managed (describe the process/relationship)?
4. Describe the wireframe and design process your company utilizes? How many rounds of changes are available to us before the design is finally approved?
5. Who will be working on my website (staff members, freelancers, outsourcing, etc.)?
6. Describe your overall SEO strategy (monthly support, keyword reporting, etc.).
7. We request our site be built on WordPress. Will the site be created so that we have full control over changing content, updating images, posting blogs, etc.?
8. Do you use customized templates or unique designs?
9. Do you offer ecommerce services? Explain.
10. After the new site goes live, do you provide ongoing maintenance? Cost?
11. What is included in my overall pricing?
12. Do you provide web hosting services?
13. Provide links to at least three websites you've designed/implemented over the last year. References?
14. Provide detailed, month-to-month pricing for SEO services, PPC and website hosting.

**Disclaimer from The HC Companies:**

1. This RFP is not an offer or a contract.
2. Proposals become the property of The HC Companies.
3. Bidders will not be compensated or reimbursed for costs incurred in preparing proposals.
4. The HC Companies is not obligated to contract for any of the products/services described in the RFP.
5. The HC Companies reserves the rights to:
  - a. Accept or reject any or all proposals
  - b. Waive any anomalies in proposals
  - c. Negotiate with any or all bidders
  - d. Modify or cancel the RFP
6. In submitting this RFP, you agree that all items in said RFP are proprietary and will not be shared with unauthorized persons without written approval or consent from The HC Companies.

