

Addendum #3

RFP TDD 36-16

Tourism Website Hosting & Maintenance Services

The following are questions and answers that have been asked of RFP TDD 36-16 Tourism Website Hosting & Maintenance Services (**These questions exclude those answered in Addendum #2**):

Below you will find questions to your answers. Additionally, the Tourist Development Department has provided a website that you can visit for additional information.

Please refer to <http://www.emeraldcoastfl.com/partners/>
User ID: Public
Password: EmeraldCoast

Extensive information is available on the partner's pages.

What are your goals for a new hosting and maintenance vendor? Are you looking for a new website design? If so, is responsive design important to you and do you have any specific design criteria? **Host and maintain the current site. No new design however SEO and content refresh daily.**

Would you want calendar of events on your website to be integrated with your existing Ungerboeck Software? **If possible, yes.**

Do you desire the ability for the website to include RFP submission and online inquiry forms to write directly back into the Ungerboeck CRM database? **If possible, yes.**

Do you have a preference for one vendor to manage your front end website and back-end database? **Yes, especially if merging the two onto the Ungerboeck platform were possible.**

What are the County's top three goals (or measures of success) for the website relaunch? **SEO, Conversions, Content/Context**

Can you provide guidance on key target audiences for [emeraldcoastfl.com](http://www.emeraldcoastfl.com) (i.e. regional / national tourists along with any demographics re: age, gender, affinity, etc.)? Similarly, who are the key target audiences for <https://www.emeraldcoastconventioncenter.com>? **See partners section of website**

Does the County have analytics tracking on the current site? If yes, can you share any top-level metrics, such as visits per month, top pages, time on site, etc.? **Partners section**

Should we assume that the County will provide most of the content? Or are there specific content needs for which the selected Agency can provide expertise? **We will provide content**

We notice customized functionality on the Convention Center website such as e-postcards, event calendar, and virtual tour. Would the County like to keep similar existing functionality, or is the County open to recommendations on evolving functionality? **yes**

We notice request for Google Adwords Certifications. Is there an opportunity for selected Agency to provide follow-on Google Adwords services? If relevant, please provide any further guidance on goals related to Google Adwords and SEO. **yes**

Addendum #3
RFP TDD 36-16

Tourism Website Hosting & Maintenance Services

Can you provide general guidance for the budget for this project, along with preferred timing of website launches? Not at this time

I received other questions before the deadline and as soon as I get the answers to your questions, I will get them posted. Thank you!