

## RFP CCC-064-Website Redesign Questions and Answers

1. Should the design vendor include a cost proposal from Modern Campus for Omni CMS implementation and content migration along with our proposal for the Website Redesign?
  - a. No.
2. Can you share a sense of the total budget range available for this project? Please specify if this budget includes the cost of the CMS implementation and content migration.
  - a. \$80,000 for the redesign; CMS implementation is a separate cost/contract.
3. For migration purposes, how many pages of content do you have on your current site? And how many do you plan to migrate to the new website?
  - a. The current site has 1,435 live pages. The design vendor with the Web Taskforce will determine if all pages will migrate to the new design.
4. What Omni CMS modules do you currently use on the website?
  - a. Insights
5. Are you planning to add any new Omni CMS modules or discontinue the use of any modules as part of the redesign?
  - a. Not in the next two years. We just signed a new contract w/ Modern Campus.
6. As a part of the Website Redesign Project, will the chosen vendor be responsible for writing new content or copyediting existing website content? If so, in order to provide an accurate quote, how many pages of content should the chosen vendor plan to:
  1. Copywrite (provide new content) – No.
  2. Copy edit existing content – No.
7. Are you currently using Google Analytics to measure website engagement?
  - a. Not currently.
8. How are you managing your current directory (<http://www.compton.edu/faculty/index.aspx>)? Will the directory stay as-is with the redesign? Or, will it be managed with the Omni CMS Faculty Directory module?
  - a. Manually created directory. We won't be purchasing the faculty directory module at this time.
9. With the redesign, will the events calendar stay as-is (<http://www.compton.edu/events/>)? Or are you interested in moving to the Omni CMS Calendar module?
  - a. We will continue to use the Trumba online calendar.
10. What are the expectations surrounding content optimizations for SEO?
  - a. Will the chosen firm be optimizing a certain number of pages, a specific section of the website (e.g. admissions pages, program pages, etc.) or "tier" of pages (e.g. tier 1)?
    - i. Optimization of enrollment pages and possibly Guided Pathway Division landing pages.
  - b. Are you looking for ongoing monthly SEO support post-launch?
    - i. No.
  - c. Or, are you just looking for the chosen vendor to provide guidance for SEO best practices during the redesign project?
    - i. Correct.

11. Do you have a preferred process you would like us to follow for usability testing?
  - a. No, as long as students are invited to participate.