Subject: Invitation for Bid
Reference: Website Redesigned, Hosting and Management

Issued on: 03 January 2022
Deadline for Application: 15 January 2022

About AIFO Liberia

The "Association Friends of Raoul Follereau" (AIFO) is an Italian non-for-profit organisation that has been present in Liberia since 1997. AIFO Liberia offers opportunities for people affected by leprosy, persons with disabilities (PWDs), women/children and members from vulnerable and marginalised communities to lead a better quality of life. AIFO Liberia focuses on healthcare and economic empowerment to provide a better quality of life and create large scale positive change. AIFO Liberia is accredited by the Ministry of Finance and Development Planning, Republic of Liberia; accreditation number 0094.

About the Bid

AIFO Liberia is considering to contract an experienced Website Service Provider to redesign, host, and manage its website for information sharing with a wider audience as part of its communications and visibility strategies. Duration to complete such task and have the redesigned website live online is January 20, 2022 – February 20, 2022. Please see details in annex 1.

The procedure will be carried out according to the principles of transparency, proportionality, equality of treatment, traceability equal treatment and non-discrimination.

The selection will be based according to the best value for money principle.

Please consider that your proposal must be submitted at the latest by **: January 15, 2022**
All proposals should be sent via email to aifoliberia@gmail.com

AIFO-Liberia
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Annex 1: Description of Service in One package and Delivery of Service

INVITATION TO BID				
	Service	**Description and technical features**	**Plan**	**Qty**
1	**Website Hosting, Redesign and Managment**	**Scope of Work** AIFO Liberia currently has a website – www.aifolib.org launched in 2013. Today, AIFO Liberia has expanded the functionality of its current site and would like a redesigned and updated interactive robust site. AIFO Liberia needs a website that reflects its enhanced and evolved mission. The scope of this project is to redesign and host a vibrant state of the art website that provides easy navigation for visitors and will be smart phone compatible. AIFO Liberia wants to establish a design that uses color, photos, videos and text to enhance communication via the web. This website redesign must also provide uniform interfaces. The redesigned site should be quick to download. The page should make it easy and convenient for visitors to navigate, locate, and select information on the site. An intelligent rapid Search Engine Optimization (SEO) should be incorporated into the redesign as an enhanced navigation tool. Depending on the selected concept, provide home page, navigation pages, and individual content pages that allow visitors to move freely and without unnecessary graphics or other items that impede or slow down accessing information. These templates should allow content and links to be easily updated, added, or replaced without disrupting the template. Redesign standards will be incorporated into the website. Redesign should be flexible and render properly for different screen resolutions on the popular browsers (Internet Explorer, Microsoft Edge, Firefox, Safari and Chrome). The service provider will create a guide that details standards for use of fonts, colors, templates, graphics, videos	1 year	1 website

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and photos as well as suggestions for how to handle site growth. The service provider will create site side and custom graphics that help brand the site and identify individual sections of the site. This can be done with photos, color, and other techniques applicable to the web.

The selected service provider will work closely with the AIFO Liberia Communications Officer and key staff to achieve the desired look and feel of a new site. The intended outcome of this collaboration will be a site that represents AIFO Liberia. Deliver relevant, high quality content, attractive use of media, appropriate amount of information, timely and current information, and consistent themes. The AIFO Liberia Communications Officer will provide content for the redesign site. AIFO Liberia will maintain ownership of the website, its components, and content, and will maintain the site with internal staff. The site must include a technology solution that allows the in house staff to easily and cost effectively update content and modify site design after initial launch Although AIFO Liberia has some specific requirements, we are also interested in service provider ideas for content, and more specifically, service provider approach in designing the style of the website. We encourage respondents to consider and propose alternative solutions and recommendations.

Specific Strategies
• Increase visitation via organic search
• An interactive site that is secured at all times
• Present comprehensive information and resources in an easy to use and downloadable format
• Provide for social interaction via links to social networks (add this button)
• Incorporate blog platform, RSS (Really Simple Syndication), landing pages and Search Engine Optimization (SEO)
• Incorporate Content Management System to allow for easy updating

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• Collect email addresses and create comprehensive database (Newsletter)

Hosting and Emails Guidelines:
• A registered domain name – www.aifolib.org with backup database and website folder from old host be hosted on a new and secured host server
• Host Server should have a storage space of 50-100 SSD storage
• Host server should have a 24/7 Customer Support service that quickly solves website issues
• Host server should have an emailing system to create and manage emails for AIFO Liberia staff
• Be accessible by AIFO Liberia at all times with administrative right to Cpanel
• Have Auto Backup
• Have SSL and domain Privacy
• Unmetered bandwidth

Development Guidelines:
The website redesigned by the successful firm must meet the following criteria:

• Create an easy content management system that will permit nontechnical staff to instantly update website content to specific pages.
• Easy Updating – Once the site has been completed and accepted by AIFO-Liberia, the site will be maintained by AIFO Liberia staff.
• Be visually appealing – The new site must have an attractive mix of text and graphics.
• Common Theme – The website should promote brand consistency in font, color, etc.
• Photographs, fonts and layouts should be consistent throughout the site.
• Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner.
• Provide necessary licenses to maintain the site internally or externally as decided by AIFO Liberia.

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| | | • Availability of stand and or custom programming to support audio, video and/or cinemograph integration. Information
• Provide search capabilities using key words or phrasing that will identify content from throughout the site.
• Capability to download documents through a document management system.
• Capability to gather email from visitors in a format that permits AIFO Liberia to maintain a single database of emailing list (Newsletter)
• Provide training and all necessary support to permit easy use by selected AIFO Liberia staff.
• A more prominent call to action for events.
• Social networking icons and integration to be present on footer and top header.
• Cross browser accessibility (IE, Firefox, Chrome and all current browsers).
• Support transactions such as online forms and applications, etc.
• Implement a two-way system allowing website visitors to communicate and request information.
• Integrate capabilities for hosting and streaming videos.

Design Requirements:
AIFO Liberia encourages creativity in the proposals submitted; however, there are certain requirements for the website project. Your proposal must account for the listed requirements and all other sections of this request.

• Website must not require plug-ins as a default.
• Fast Loading Pages – The website must be designed with a balance of text and graphics.
• Site must display well on mobile devices.
• Multiple level security, completely contained within the website infrastructure, and not reliant on the existing AIFO Liberia network security or peer-to-peer connectivity.
• Easy content management for designated staff to add, remove and update content using | | |

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tools and templates that do not require extensive knowledge of web development languages or technical structure.

• Capability of the general website administration staff to: o Control size of individual web pages, Control size and types of images used within the site, Control publishing of links to other websites, etc.

o Report website maintenance activity and statistics on content type: updates, downloadable documents, web pages, and broken links.

o Report number of visits to each page of the site.

• Email interfaces, not dependent on a specific email client.

• Capability to upload and download documents with customers through a document management system.

• Social bookmarking popup generates after time spent on the site.

• The site and hosting must be designed for continuous operation 24 hours a day, 7 days a week with maintenance windows clearly communicated ahead of time.

• Provide Service Level Agreement from data center where site will be hosted.

• Description of platform, whether open source (preferred) or proprietary, that website will be built upon.

• Provide a staging site for development, training and signoff before "go live"

• Technical Support must be inclusive in the contract for maintenance and support that is not setup for the AIFO Liberia staff to provide.

• Adequate training to maximize the use of the website is mandatory. Training shall include administrator and security level as well as a user level. Training will be provided at a minimum in an interactive Webinar format. On-site training would be ideal for administrators.

• Annual support and maintenance of the website would be determined by a maintenance contract and include services such as refreshing the design elements, updating of technology in the website design, engineering, Search Engine

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Optimization (SEO) and other elements associated with the website.

• All linked documents should be in Portable Document Format (PDF), or in a format to provide ease of viewing, printing, and downloading, and in alternate downloadable formats.

• Include links for visitors to download any browser documents, such as Acrobat Reader, that is necessary to view information on the site.

• Ability to use current interactive and social networking mediums such as Facebook, Twitter, and RSS feeds, as well as flexibility to add these types of features on the site.

• Availability of standard or custom programming to support audio, video and/or cinemograph integration. Information

Tracking and Google Analytics:

Implementation of tracking software to produce user defined site log reports. We need a tool to help us better understand and measure web visitors' behavior and improve website performance and availability. Including:

• Web traffic analysis
• Path analysis
• Visitor trends
• Page views
• Entry pages
• Top pages
• Exit pages
• Page – length of stay
• Technical analysis: browsers and platforms

Selection Requirements

• Minimum of one (1) year of verifiable experience designing, hosting, developing websites
• Knowledgeable in Web 2.0 functionalities and beyond.
• Experienced in SEO standards proficient in UI design.
• Provide a company profile, length of time in business and core competencies.
• Include time frame for completion for evaluation. In addition, timeframes will be part of the contractual agreement; therefore, a realistic timeframe for completion is requested.

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Client References:
Provide at least three comparable websites designed by your firm that exhibit complexity: blend of information and online services, multiple pages providing content, and a wide range of intended audiences. Include the website address, institution contact, address, telephone number. These companies/agencies may be contacted for references. Only sites that are live will qualify during evaluation.

Further information (will be considered in the evaluation process):
- Price in USD
- Valid Business Registration document
- Every supplementary cost/taxers must be evidenced separately.
- The payment will be done by cheque and there would be a 10% tax deduction, **No cash payment are allowed**

All proposals should be sent via email to aifoliberia@gmail.com

For further info you can Contact :
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