

REQUEST FOR PROPOSALS #2017-58  
SEARCH ENGINE MARKETING AND SEARCH ENGINE OPTIMIZATION  
RESPONSE TO CLARIFYING QUESTIONS  
November 13, 2017

Note that these are questions submitted by interested firms to the above referenced solicitation. The below answers are for clarification purposes only and in no way alter or amend the RFP as published.

1. For mthoodterritory.com, will there be a new site launch during this contract?

Answer: The new design has just rolled live as of October 30<sup>th</sup>.

2. For technical SEO updates, who would be best to make these updates? Our development team or your team?

Answer: Tourism will take care of SEO updates.

3. What CMS does this site run on?

Answer: Hypertext Preprocessor ("PHP")

4. For content optimization, would you rather our team update this directory? Or would you like to approve all optimization beforehand?

Answer: Tourism will approve and implement all optimizations.

5. Is mthoodterritory.com and mthoodterritory.com/mobile share the same content? e.g. When you make an image change on the desktop site, is this automatically updated on the mobile home page?

Answer: There is no difference now with the website. They are one in the same.

6. What is the annual SEO/SEM services budget (not including media spend)? Is this over/under \$45K?

Answer: It is under \$45,000 annually.

7. When would you want to get started for the contract? As soon as possible, or January 1<sup>st</sup>?

Answer: Most likely January 1, allowing time for the contracting process.

8. How much traffic does the site receive on an annual basis?

Answer: For 2016 we had 349,502 sessions.

9. What do you consider a successful website visit? eg. What's the main conversion?

Answer: Success is measured as a total conversion based on: the number of visitors that click on an outbound link, E-news subscription, order a travel planner, click on a lodging link from the booking gateway, phone numbers dialed by mobile users, and videos that are viewed more than 50%.

10. Who are your top three competitors?

Answer: Bend, Eugene Cascades & Coast, and Hood River.

11. Do you have a list of keywords you are looking to target? Would you be able to share those?

Answer: That is actually part of the scope of work, outlined in the RFP, to define optimal keywords by the SEM/SEO organization and Oregon's Mt. Hood Territory.

12. What tools, software platforms, and web marketing platforms does the current marketing team use? (e.g., AdWords, Social media ad accounts, Google Webmaster Tools...etc.)?

Answer: AdWords, Facebook Ad, Instagram, Google Webmaster Tools, Google Analytics.

13. Does the team plan on integrating any new tools, software platforms, or web marketing platforms in the near future?

Answer: New tools can be integrated based on approval by Oregon's Mt. Hood Territory after review of the tools.

14. As the RFP mentions, there will be a focus on international targeting. What regions or international demographics are you hoping to target? (e.g., European ski/resort vacationers)?

Answer: Germany, UK, Oceania, Canada are our current international markets, but SEM efforts in markets are yet to be determined.

15. Do you own any other domains or subdomains? Is [www.mthoodterritory.com](http://www.mthoodterritory.com) the only site we will be tracking?

Answer: There are no other domains or subdomains.

16. Concerning CCTCA, will there be an overlap in digital marketing efforts? What web marketing tasks will the CCTCA be keeping and what will they be delegating? Which team will be handling design and development tasks based on SEO recommendations?

Answer: Those elements will be defined during the discovery phase and cannot be defined until we know more from the awarded Proposer.

17. What percent of the \$50,000 - \$70,000 is ad budget versus personnel and creative hours?

Answer: Those elements will be defined during the discovery phase and cannot be defined until we know more from the awarded Proposer.

18. Is it possible to have some sort of access to copy of the website or CMS? Is it possible to review copies of current SEO-related documents?

Answer: No, what content is available freely on the web currently is accessible, but access to backend will not be allowed until a contractual agreement is made.

19. Is there a market you're hoping to place more of an effort into growing than others? i.e. millennials? What is your current ROI and goal ROI?

Answer: Those elements will be defined during the discovery phase and cannot be defined until we know more from the awarded Proposer.

20. Would we have the opportunity to conduct an audit of current campaigns and strategies before submitting final proposal?

Answer: No. An audit will be the first step once a contract is awarded and is a requirement of the RFP discovery phase.

21. What specific keywords would you like us to target for this campaign?

Answer: That would be defined during the discovery phase.

22. Please provide details on which tourism pillars are the highest priority.

Answer: All pillars are considered of equal level of priority. Lodging is an additional interest in improving our SEM traffic.

23. Please clarify why campaign is focused solely on directional advertising though SEO/SEM rather than through awareness advertising utilizing Digital Display, Email, or Social Media.

Answer: SEO/SEM is considered “always on” and we would consider the recommendations of the successful Proposer to define what would best fit within the Mt. Hood Territory campaigns, led by the marketing agency of record.

24. When we ran a test last week on [www.mthoodterritory.com](http://www.mthoodterritory.com) the site loaded very slowly, which is a detractor from an SEO/SEM perspective. Any chance to decrease that load time?

Answer: Load time may have been effected by our rolling out the new website that week, so those numbers would have to be reevaluated now that we have fully propagated out.

25. Like most Digital Marketing Agencies, we utilize contracted vendors for some aspects of a campaign (such as Call Tracking Numbers); would this be permitted as long as we adhere to the stipulation “Contractor shall not be permitted to add on any fee or charge for subcontractor Work”?

Answer: Yes. However, in your proposal, you must identify all proposed subcontractors.

26. We have ran multiple successful tourism campaigns for Oregon locales, though not from an SEO/SEM perspective. Would those (along with SEO/SEM case studies from outside Oregon or other organizational types) be sufficient to meet the requirements of the Case Study stipulation?

Answer: As long as we can define the SEO/SEM elements the case studies will be considered.

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End of Clarifying Questions