Society for Women’s Health Research: Website Redesign/Refresh
Request for Proposals
September 2023

INTRODUCTION

The Society for Women’s Health Research (SWHR) is seeking a vendor to redesign and refresh its current website at https://swhr.org/.

As a professional in website design, you are invited to respond to this RFP with a detailed proposal to accomplish this task, which includes a timeline, total costs, and deliverables. The RFP includes the background of our organization and describes the purpose of the redesign, the website’s desired functionality, and specific requests related to the proposal. We recognize that details may be subject to change based upon vendor recommendations and/or research of more optimal solutions. Vendors should feel free to make suggestions within their proposal to enhance the functionality and appearance of the website that amplifies our work and mission to diverse stakeholders.

The website refresh will build brand awareness and present our diverse activities and initiatives in science, policy, and education to highlight SWHR’s national reputation as a leader in women’s health and as a valued partner in the women’s health care space.

The SWHR website is built in WordPress, and we are looking to continue using this platform.

The project scope for this redesign may include the following: UX/UI planning, graphic design, frontend and backend development, content strategy, including search engine optimization, content migration, and visual identity.

*Given SWHR’s focus to increase the representation of women and historically underrepresented minorities in federal research, though not a requirement, SWHR is particularly interested to receive proposals from women-owned and minority-owned website firms. The Society is also interested to receive proposals from firms in the greater DMV area.

Update on Past Work

Of note, SWHR undertook a website redesign beginning in the fall of 2021 that ended in termination due to a lack of capacity by the freelancer. However, there was progress made in building the foundational elements of the new website. Based on our accounting of the work, the freelancer made some progress on migration of content to the new website (however, a significant amount has been added since the agreement was terminated) and in laying the
foundation for the updated reorganization. However, we believe that work on the events section, advanced search functionality, analytics, and the general look and feel desired by SWHR remains outstanding.

ORGANIZATION BACKGROUND

SWHR is a national non-profit organization dedicated to promoting research on biological sex differences in disease and improving women’s health through science, policy, and education. SWHR was founded in 1990 with the goal of addressing unmet needs and research gaps in women’s health. SWHR is based in Washington, D.C.

Mission

The Society for Women’s Health Research (SWHR) is dedicated to promoting research on biological sex differences in disease and improving women’s health through science, policy, and education.

Vision

Make women’s health mainstream.

KEY PRIORITIES

SWHR’S priorities for this website redesign and refresh are as follows:

I. Website Organization: SWHR’s website currently has information living in multiple locations and in a manner that does not optimally convey the work we are doing. SWHR has a proposed sitemap (below) for the website that better reflects how we would like the site to be organized and should provide a sense of the scope of work requested for the redesign when compared against current website. The website should be easy to navigate and allow people to find the information they need more intuitively.

Beyond the broader SWHR sitemap reorganization, we will also look to the vendor to help us to conduct an analysis of currently used keywords/tags, revise them as necessary, and ensure that items are properly tagged on the new site to improve user experience.

II. Increased Functionality: SWHR works on a broad range of initiatives and activities that fall under our various programs. We would like to utilize tags or “related items” links that will allow users to access all the projects housed under each program (e.g., Autoimmune Skin Diseases, Uterine Fibroids, etc.) easily.

Additionally, we would like a scan of our website to make sure that certain
functions, such as filters and queries, are working correctly and determine whether we would like to keep those as they are on the website or update coding/functionality. As one example, for SWHR’s Policy Letters, we will want to change the radio categories from “Access,” “Regulatory,” and “Science” to allow for a filter that sorts by topic and/or federal agency. We would also like to create a search function specifically for policy engagement categories (e.g., policy letters, events, etc.).

III. **Refreshed Website Appearance**: SWHR’s website has the right foundation in place, but we would like to use more photos, visuals, and images that would add a more welcoming and inclusive tone to the website. The website branding will remain intact.

IV. **Seamless Integration for Individual and Recurring Donation and Other Platforms**: As part of our strategic planning process and goal setting SWHR is revisiting our organization’s structure and looking fundraising efforts with the goal of enhancing individual and recurring giving capacity for individuals. However, the current website does not allow for functionality, such as recurring payments or for easy use of coupon codes for event registrations. We would like to ensure that the new website includes the following:
   a. Pages support of online donations with SWHR’s donation gateway (SWHR is using the Givebutter app for donations and fundraising events/campaigns)
   b. Detailed activity reporting
   c. Detailed, line item financial reporting
   d. Social media integration
   e. Supports the use of promo codes for event registration
   f. Integration with email system
   g. All aspects of the system should have the ability for customization, both by software experts and SWHR trained staff
   h. Website can, if needed, integrate with DonorPerfect platform

Additionally, SWHR is looking to improve its analytics reporting. We currently utilize Google Analytics but would be interested in hearing vendor suggestions related to tracking and monitoring website effectiveness and capturing metrics and KPIs. We also do not currently use SEO and would like to build on that functionality.

**DESIRED WEBSITE REQUIREMENTS**

SWHR’s top priority with the website is to serve as a trusted resource for SWHR’s various audiences/stakeholders, showcasing SWHR’s role as a national leader in women’s health research, and one that better and more accurately reflects our brand.

Other important considerations for the new website include the following:
• **Site Architecture.** As mentioned above, ensuring the website is laid out in a way that is intuitive for SWHR’s audiences is critical and a large area where the current website is lacking. This is a high priority in the website redesign. Currently, the easiest way to find anything on the website is through the search function—and that does not always pull comprehensive results.

• **Keywords and Tags.** SWHR utilizes WordPress’s ability to categorize and tag resources, publications, and events. However, these searches do not consistently deliver comprehensive search results. SWHR wants to review categories and tag options and will rely on the vendor to help ensure that resources are tagged appropriately on the website.

• **Content Migration.** The new sitemap will require content reshuffling between sections. SWHR will provide text for any new pages created, but where content is moving from one area to another, the vendor will be responsible for the migration and associated re-coding.

• **Blog.** SWHR has a blog where it shares science, policy, events, and other news updates. SWHR wants to maintain its blog, but we would like to see advanced search functionality and selective enablement of visitor comments.

• **Analytics Integration.** The website redesign must put an emphasis on analytics. SWHR is looking to increase the use of analytics for monitoring its website to determine how visitors access certain pages, where visitors spend time, and which pages and downloads garner the most interest. It will also be important, when possible, to distinguish unique views from total views. SWHR can provide vendor with viewing permissions on its Google Analytics site.

• **Welcoming Website Homepage.** SWHR homepage should be streamlined with only the most relevant information, which will be decided upon with the vendor. It should be an inviting and inclusive environment for SWHR’s key audiences and include a latest resources/products/events feature as well as imagery.

• **Donation Form Integration.** It will be important for the “Donate” page on the SWHR website to be seen easily and to be user-friendly and functional.

• **Events.** SWHR currently has an “Events” section, but it is difficult to navigate. SWHR would like to maintain a calendar of relevant SWHR (internal) and partner (external) events as well as have pages where people can access upcoming and archived event pages. We no longer wish to have events classified separately as “Science Events” and “Policy Events”; they will all fall under one category.

• **Enhanced Search Functionality.** Right now, the website does not consistently deliver comprehensive search results after performing a search function. SWHR would appreciate the vendor’s input on how to enhance search functionality on the website, whether it is through enhanced tagging and categorization, more targeted search functions within different sections (e.g., policy, events, science programs, etc.) or some other strategy.

• **SEO-Boosting Elements.** As the vendor is revising the website, SWHR would appreciate the incorporation of meta tags, title and heading tags, and HTML coding to improve SEO.
• **Call-to-Action Buttons.** SWHR is interested in exploring where CTA buttons could be incorporated to improve conversations and enhance engagement on the website.

• **Mobile Optimized Design.** As we continue to live in a ‘mobile first’ environment it’s important that SWHR’s website be optimized for mobile use. Features may include thumb-friendly navigation, smaller image file sizes, single column layout and the minimized need to type information. The goal is to have mobile users find information more quickly and easily.

SWHR would also be interested to learn about whether there is enhanced role-based permissions access for its website beyond what is currently permitted in WordPress. While not a strict requirement, we would be interested to learn from vendors.

**AUDIENCE**

SWHR has a broad, diverse audience. Our key audiences include:

• **General Public – women, men, families, and the media**  
  *Would be most interested in SWHR’s resources (toolkits, fact sheets, blog posts), and information about SWHR*

• **Science Community – academic, government and industry researchers, clinicians**  
  *Would be most interested in SWHR’s roundtables, science events, publications, and other resources pertaining to their field*

• **Policymakers – Federal policymakers (agency, congressional), health care thought leaders, payers (public and private), public health officials**  
  *Would be most interested in SWHR’s policy work, including policy letters, the Women’s Health Policy Agenda, publications, events, such as roundtables, and blog posts on policy topics or roundtable outcomes*

• **Like-Minded Organizations – patient advocacy organizations, professional societies, industry/companies**  
  *Would be most interested in SWHR events, roundtables, blog posts, and resources (publications, toolkits, guides, and fact sheets)*

• **Supporters –SWHR Sponsors/Funders and Individual Donors**  
  *Would be most interested in information about SWHR and past work/collaborations, the SWHR gala, prominent donation information, details on how to partner with SWHR, and individual philanthropy*

**PROPOSED SITEMAP**

I. **ABOUT**
   a. Who We Are/What We Do
   b. Staff
   c. Board of Directors
   d. Newsroom (SWHR in the News, Annual Reports, Newsletters)
II. PROGRAMS (this main navigation will no longer link to anything; what is currently linked will now be linked to from the Science Programs link below)
   a. Science Programs
   b. Women’s Health Equity Initiative
   c. Women’s Health Dashboard

III. POLICY
   a. Women’s Health Policy Agendas (main policy agenda and issue-specific policy agendas)
   b. Policy Advisory Council
   c. Position Statements
   d. Testimony and Correspondence
   e. Legislation
   f. Coalitions
      i. Coalition to Advance Maternal Therapeutics (landing page directs out to safemedsformoms.org)
      ii. Friends of ORWH

IV. RESOURCES
   a. Guides and Toolkits (will include Toolkits, Roadmaps, Guides, Fact Sheets)
   b. Publications (will include all Journal articles, Fact Sheets, Calls to Action, Policy Agendas)
   c. Journals
   d. Women’s Health Perspectives

V. PARTNERSHIP
   a. Donate
   b. Partner with Us
   c. Philanthropy

VI. EVENTS
   a. Annual Awards Gala
   b. SWHR Events
   c. Calendar (SWHR and partner events)

VII. BLOG
   a. Blogs
   b. Women’s Health Perspectives

SWHR CONTACTS
The vendor’s primary contacts for this project will be SWHR Chief Advocacy Officer Lindsey Horan ([lindsey@swhr.org](mailto:lindsey@swhr.org)) and Communications Manager Monica Lefton ([monica@swhr.org](mailto:monica@swhr.org)).

SWHR will be responsible for providing copy of submitted content and will maintain the website upon completion of the redesign. The vendor will be responsible for backend development of the site to meet new goals and showing relevant SWHR on how to maintain and update website pages and content.

**RFP TIMELINE**

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<thead>
<tr>
<th>Date</th>
<th>Deadline</th>
<th>Activity</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.22.23</td>
<td></td>
<td>Circulate RFP to selected vendors</td>
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</tr>
<tr>
<td>11.10.23</td>
<td>5:00 p.m. ET</td>
<td>Vendor responses due</td>
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<tr>
<td>11.21.23</td>
<td></td>
<td>Identify and notify finalists</td>
<td>Short listed vendors will be advised and invited to present at SWHR office or via teleconference</td>
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<tr>
<td>12.6.23</td>
<td></td>
<td>Vendor presentations</td>
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<td>12.12.23</td>
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<td>Issue contract to winning vendor and notify unsuccessful vendors</td>
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<tr>
<td>12.12 – 12.15</td>
<td></td>
<td>Negotiate contract</td>
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<tr>
<td>1.8.24</td>
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<td>Website work kick-off date</td>
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**Time of Completion**

The final completion deadline will be agreed upon by SWHR and the selected firm. While we would appreciate having the provided solution implemented and tested by April 25, 2024, ahead of the 2024 SWHR Annual Awards Gala, we trust the firms to communicate about a reasonable deadline given the scope of the project.

**EXPECTATIONS**

- Vendors shall be knowledgeable, detail-oriented, committed to quality, and collaborative.
- Vendor will engage in weekly update meetings with SWHR team.
- Vendor will submit create and adhere to internal deadlines set by its and the SWHR team. If the deadline will not be met, SWHR is entitled to sufficient notification by the vendor.
- Both vendor and SWHR team shall respond in a timely manner (no more than 24 hours later) to SWHR requests and inquiries.
- Vendor will stay within the budget laid forth by SWHR.
BUDGET RANGE

We are budgeting $30,000 for this website redesign.

SUBMISSION INSTRUCTIONS

Please provide the following information to SWHR Communications Manager Monica Lefton at monica@swhr.org by no later than November 10, 2023:

- Contact Information:
  - Point of Contact Name
  - Company Name, If Applicable
  - Address
  - Email
  - Phone
  - Personal/Professional Website

- Statement of Interest

- Experience
  - Number of years in operation
  - Key relevant clients and dates in which you worked with them
  - Previous projects and examples
  - References for each project
  - Link to website URL

- Budget Proposal
  - Project Team (i.e., key personnel, number of individuals who will work on this project and the distribution of roles and responsibilities)
  - Itemized cost estimate (i.e., hourly and/or flat rates, number of hours for project completion, and additional purchases and costs)

- Any additional resources required to support the project (e.g., contract services, software subscriptions, image services)

- Project Proposal
  - Timeline for project completion (approximate)
  - Project management approach
  - General overview of website build process