RFP - SOCIAL MEDIA SERVICES QUESTIONS & ANSWERS

1) It appears that you have Google Analytics and Google Tag Manager installed on the website. Do you also have Google Search Console verified? Will we be granted Administrator rights to Google Analytics, Search Console and Tag Manager?

ANSWER: I don't believe we have Google Search Console verified on our website at this time. I would consider giving the company who is awarded the bid Administrator rights to Google Analytics, Search Console and Tag Manager for the purpose you mentioned.

2) When the new website starts to be rolled out, will we be given a Wordpress account that would allow us to implement Title and Description tags, as well as implement plugins such as Yoast? Or will we need to submit any change requests to your website designer?

ANSWER: Since our website designer may or may not be involved in maintenance of the website, we probably would set you up with a WordPress account for the purposes you mentioned, as long as you clear your proposed changes with me first.

3) Do you have a Facebook advertising account in place? If so, will you grant us Admin access?

ANSWER: Yes, we have an advertising account; however, we have not used our own account in a long time. In recent years, we have paid the person handling the campaigns for their service and the cost of the Facebook ads. Yes, I would give you access so you could place the ads, etc. I would need to know the cost in advance, so I could follow the procedures required by our finance department.

SEO Questions

- Will we be able to work directly with the website developers prior to the launch of the new site, while also running everything through the Director of Outreach and Media Relations?

 ANSWER: I don't see why not.

- What are the opportunities to make recommendations beyond the scope of the RFP? .

    o E.g. No email newsletter signup or list on their current site – Is that something they've thought about or are interested in for sending out their daily job announcements (currently use a Facebook Note + Post for those)?

    o E.g. Online content, specifically blog posts related to targeted keywords, are going to be the most beneficial way to increase site rankings and authority.

    ANSWER: We are always open to new ideas and strategies

- Can we utilize a Yoast SEO plugin on the new site and implement recommendations prior to the website launch? Yes

- If we make recommendations for content-specific changes or additions, once approved, who will be implementing those changes on the website itself?

    ANSWER: The person maintaining our site.

- Are there any specific keywords that the site should be ranked for in the Cape Cod area that it doesn't rank for now?

    o E.g. Careers, jobs, work, employment, etc.

    ANSWER: Yes, you mentioned a few.

- Will we be able to get administrative access to your existing Google Analytics, Google Tag Manager (and Google Search Console and Google My Business, if available) once we get underway? We will want to make sure all of these are implemented correctly.

    ANSWER: Yes

- Are you currently tracking any conversions on your website? If so, what?

    ANSWER: Yes, the company that currently handles our Facebook Advertising is tracking our media performance.

Questions re : Facebook Advertising

- Are you open to exploring other ad formats besides Facebook Retargeting and Carousel?

  ANSWER: Yes.

- You have some video webinars available – do you want those promoted via advertising?

  ANSWER: It all depends. Some videos we offer will only be available to our members, once we get our membership portal set up. Any video webinar that is open to all visitors could be advertised.