

Reference: Full-Service Managed Web Hosting / Website Chatbot

Subject: Questions & Answers

- Do you have a budget set aside for this project plus annual maintenance?
 - Although we do have a general idea of what the budget will be, the final budget estimate will be determined based on the outcome from the proposals received.
- What is the ideal estimated launch date?
 - We anticipate the project to start no earlier than July of 2025. This ties in with the fact that the final budget for this project will be determined once we have made our final selection/s by February 2025.
- Does the scope include only main website (icma.org) or all the web properties listed in the RFP?
 - At a minimum, include a proposal for icma.org, conference.icma.org, and lgr.icma.org.
- Is creating new website design part of the scope? If yes, does it include creating separate designs for each website or a unified design?
 - Please include a redesign as part of the scope. ICMA would like separate designs for each website; however, would like to keep a similar UX and brand standards.
- What is your launch (go-live) date?
 - We anticipate the new solution to launch at the end of 2025 or later.
- What languages should the website support?
 - At a minimum, English, Spanish, French, Arabic, Chinese, Korean
- Are you looking to use automated translation features for content creation, or do you prefer manually creating content in different languages?
- ICMA prefers the option of automated language translation for creating content in different languages.
- Are there any other CMSs you all are interested in? (Such as WordPress?)
 - ICMA has evaluated CMS platforms such as WordPress and proprietary platforms. There is not a particular CMS platform in mind currently.

- Will all content stay the same when you migrate, or are you using this opportunity to rethink how content is structured and presented?
 - ICMA is using this opportunity to restructure content, presentation, navigation, etc.
- Can we propose our solution only for website migration, or do we have to propose a solution for chatbot functionality as well?
 - Yes. You can propose a solution without chatbot functionality.
- What are the pain points faced by ICMA while using their website?
 - There are several pain points including: outdated CMS interface, lack of tools to organize content & media, lack of SEO tools, lack of site reporting/analytics tools, need for developers to perform basic content changes.
- What is the average and peak monthly traffic volume (e.g., unique visitors, bandwidth usage)?
 - 350,000 + views, 50,000+ users
- Could you provide details on the current size of your database, including the number of existing pages and posts?
 - Current database size is > 5GB, there are more than 20,000 published content pages and posts.