

Request for Proposals for Tourism Website Development

(Both Tourtahlequah.com and Explorecherokeecountyok.com)

Requested By: Tahlequah Area Chamber of Commerce Tourism Department

Submission Deadline: April 10, 2025

Introduction

The Tahlequah Area Chamber of Commerce is seeking proposals from qualified web development firms to design and develop a modern, user-friendly tourism websites for both **Tour Tahlequah** and **Explore Cherokee County**. The new websites should enhance user experience, improve SEO/SEM performance, automate data updates, and serve as a primary marketing tool for tourism in the region.

Project Scope

Purpose & Goals:

- Develop a high-quality, modern tourism website with improved navigation and user experience.
- Implement an automated data scraping system to keep business listings and event calendars updated.
- Integrate a chatbot that can scrape website content to answer visitor questions.
- Improve SEO and SEM efforts to achieve an average 2.4% conversion rate for SEO and 1.3% conversion rate for SEM.
- Consolidate website management for Tour Tahlequah and Explore Cherokee County under a single vendor to eliminate miscommunications and ensure consistency.

Design & Branding:

- Adhere to existing branding guidelines, colors, and aesthetics.
- Ensure the website design effectively communicates the personality and tourism appeal of the region.

User Experience & Key Features:

- **Target Audience:** Tourists considering visiting Tahlequah and Cherokee County.
- **Essential Features:**
 - Interactive event calendar.
 - Regularly updated blog (Tourism staff will provide content)
 - Business directory with automated updates and interactive maps.
 - Lodging directory with links to relevant booking platforms.
 - Easy-to-use navigation to serve as a comprehensive tourism resource.

Content Management:

- Vendor will provide ongoing content updates. Tourism staff will provide content necessary to stay consistent with the current tourism strategy.
- Tourism staff will have backend access to manage and modify content as needed.
- Vendor should provide training sessions and user guides for staff to ensure they can manage updates efficiently.

Integration & Compatibility:

- Ability to integrate third-party applications and tools.
- Mobile-responsive design (no standalone app required).
- Compliance with ADA accessibility standards.
- Website should be scalable for future feature expansions.

Security & Maintenance:

- Ongoing security monitoring and website maintenance by the selected vendor.
- Regular updates and troubleshooting as required.
- Vendor should specify whether they will handle hosting and domain management or if this will be managed separately.
- Vendor should provide a post-launch support plan, including duration of included support and cost for future updates.

Proposal Requirements

Interested vendors should submit a proposal that includes:

1. **Company Information:** Background, experience, and relevant portfolio.
2. **Project Approach:** How your team will meet the outlined goals and requirements.
3. **Technology Stack:** Proposed CMS, automation tools, chatbot framework, and SEO/SEM strategies, and maintenance
4. **Performance Metrics & SEO Strategy:** Structured plan outlining on-page and off-page SEO tactics, keyword research, and ongoing SEO maintenance if available.
5. **Project Timeline & Milestones:** Estimated schedule from development to launch, including usability testing and user feedback phases.
6. **Scalability & Future Growth:** Description of how the website will be adaptable for future needs and new features.
7. **Training & Documentation:** Plan for staff training and any provided documentation for content management.
8. **Pricing Structure:** Detailed cost breakdown for development, integration, and ongoing maintenance.
9. **Client References:** We would prefer at least 2 references from similar projects with links to work completed.
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Submission Details

- **Deadline:** April 10, 2025
- **Submission Method:** Email to victoria@tahlequahchamber.com
- **Contact Person:** Victoria Byrd, Tourism Director
- **Selection Process:** Proposals will be evaluated based on experience, approach, innovation, examples of work and cost-effectiveness.

We look forward to receiving your proposal and partnering with a team that shares our vision for enhancing tourism in Tahlequah and Cherokee County!