

Request for Proposals: GHS Website Redesign

Introduction

Global Health Strategies (GHS) is seeking proposals from forward-thinking web development agencies for the redesign of our website, globalhealthstrategies.com. Our goal is to create an attractive, high-quality and user-friendly website that effectively promotes our work and strategic goals and reflects GHS' new focus and investment in our digital practice for global health.

Overview

GHS is a global consultancy working across issues in health, development and climate. We believe that every person has the right to good health, no matter who they are or where they live. Our services blend creative communications – messaging, media, digital content and leadership voice – with strategic advocacy.

Our website serves as a primary communication tool, providing information about our work and the issues we care about. It is also a reflection of our digital know-how and competency which we are making significant investments in this year. As we continue to grow and evolve, it is essential that our website reflects our skills, principles and objectives and effectively engages our diverse audience across North America, Europe, Africa, South Asia, Southeast Asia and the Middle East. Our website is a platform to attract new clients and new talent and to share our work with engaged health advocates around the world.

An additional goal for our website is to “show, not tell” our audiences that we are becoming best in class in the digital space; the website should be an effective tool to help position GHS as an agency with significant creative and digital skills.

The current GHS website was launched in 2017, is very text heavy and needs a refresh to better reflect our work, our team and our brand identity. The site is built on WordPress and uses a custom theme.

Project Scope

The selected vendor will be responsible for:

- Creating a clean, modern, visually appealing design that aligns with GHS's brand identity
- Building a site structure that provides an intuitive experience, streamlines site content and makes the site easier to navigate
- Selecting and implementing a CMS (WordPress or other) that allows for easy, flexible content management
- Developing a system for providing translated site content in six languages
- Ensuring the site is mobile-friendly and compatible across various devices and screen sizes
- Integrating social media platforms, analytics tools and other third-party services
- Ensuring accessibility compliance (WCAG 2.1 AA standards)
- Ensuring the website meets high standards of performance, security, and scalability
- Upon launch, migrating existing content to the new website structure
- Providing a post-launch website maintenance plan



GHS will be responsible for:

- Providing all site content
- Selecting photo assets for pages
- Advising on organization of case studies and cornerstone pages
- Ensuring consistency with GHS brand

Deliverables

The deliverables for this project include:

- A detailed project plan with timelines and milestones
- Wireframes and design mockups for client review and approval
- A sitemap with streamlined information architecture
- A fully functional, tested, fast-loading, SEO oriented, and deployed website
- Documentation and training materials for website management

Timeline

- **RFP Release Date:** 4 April 2025
- **Question period:** 4-15 April 2025
- **Response Deadline:** EOD 18 April 2025
- **Vendor Selection:** 2 May 2025
- **Project Kickoff:** 7 May 2025
- **Desired Site Launch Date:** 1 August 2025

Budget

We are seeking proposals in the range of US \$50,000-70,000.

Actual budget will depend on the final scope and proposed solutions.

Proposals should include a breakdown of costs for each phase of the project.

Proposal Requirements

Interested vendors are requested to submit a proposal at [this link](#) by 18 April 2025 that includes:

- A brief introduction to your company, including experience and expertise in web design and development
- Examples of at least three similar websites your company has successfully developed
- An overview of your experience and qualifications, including proposed project team members and their roles
- Your proposed approach to the project, including details on project management and communication strategies
- A detailed timeline for project completion
- A detailed budget breakdown, including costs for design, development, testing, deployment, and post-launch support.
- Contact information for at least two references for whom you have completed similar projects



Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Creativity and alignment with GHS's goals
- Technical expertise
- Relevant experience and past performance
- Proposed budget and timeline

Submission Guidelines

Please submit your proposal electronically to [this link](#) by 18 April 2025. Proposals received after this date will not be considered.

Please ensure that you include a contact email address in your proposal.

GHS will be accepting questions on this RFP until EOD 15 April 2025. For questions, please contact Katherine Mount at kmount@globalhealthstrategies.com.

We look forward to receiving your proposal and thank you for your interest in partnering with Global Health Strategies for this important project.

