



Request For Proposal
National Employment Law Project
Website Redesign & Optimization
January 6, 2023

Table of Contents

INTRODUCTION.....	3
PURPOSE	3
NATIONAL EMPLOYMENT LAW PROJECT	3
PROJECT OVERVIEW	4
PROJECT BACKGROUND	4
PROJECT GOALS	4
WEB CONTENT COPY	5
TARGET AUDIENCES	5
WEBSITE INSIGHTS	6
WEBSITE EXAMPLES.....	6
PROJECT REQUIREMENTS	7
WEBSITE OPTIMIZATION	7
SYSTEM INTEGRATIONS.....	7
SECURITY & SUPPORT	8
ADA COMPLIANCE	8
MULTILINGUAL	8
PROPOSAL INSTRUCTIONS.....	9
BUDGET & TIMELINE.....	9
PRIMARY CONTACT.....	9
EVALUATION METRICS.....	9

Introduction

Purpose

The National Employment Law Project has initiated a Request for Proposal (RFP) process to identify a vendor qualified to plan, execute and deliver the redesign and optimization of nelp.org.

NELP requires a vendor who has demonstrated experience in managing website projects and expertise with best practices regarding successful website architecture, UX design, development, optimization and support. We are interested in working with an agency that is a right fit for us and can build off our brand refresh process, which should be completed in spring 2023. We are looking for a team with expertise in developing websites that engage both hearts and minds of our key audiences, mindful of the entire audience journey, and bringing our team along in understanding strategic UX mappings and potentially implementing a different web content strategy than what we have now.

National Employment Law Project

Since 2016 the [National Employment Law Project](#) has taken on a process to authentically become an anti-racist organization from the inside out. Some of the outcomes of this process have been a restructuring that created an executive team anchored primarily by women leaders, primarily women of color. Beginning in January 2020, [Rebecca Dixon](#) transitioned from Chief of Programs to NELP's Executive Director, with an [inspiring vision](#) and Good Jobs Economy framework (see draft attached) that is already elevating NELP's profile. Over this time of change and transition NELP has become more explicit and intentional about adding a racial and gender justice lens and analysis as well as centering Black and immigrant workers in our [strategic planning](#), goals, and outcomes.

Project Overview

Project Background

The last brand refresh and website redesign was in 2015. We are now in need of an updated website that reflects our brand refresh and integrates with our marketing system.

NELP’s site has been operating with the current visual design for 7 years and the current architecture with only minor changes since 2016. The visual system needs streamlining and a consistent visual story. As the site has grown to over 1,051 posts and a large library of 6,400 linked documents and publications, the architecture and navigation have become increasingly complicated and difficult for the user to search and navigate (even internally). In addition, the current architecture, may not be fully aligned with the type of content we can update regularly – we have campaign pages, but perhaps they should reflect teams or issues instead.

NELP is excited to offer our key stakeholders a website that is accessible, informative, and inspiring. The site should center the user experience and convey our mission and vision, giving visitors the resources and information, they need with ease. We are seeking a space that can engage visitors with our research, policy, and advocacy work and propel the work.

Project Goals

Goals (SMART)	Objectives (KPIs)
Data and publications – easy to find/search and presented in more interesting and interactive ways that drive increased social sharing.	Increase user ease of searching and finding salient publications and information Increase views and downloads of identified materials
Thought leadership – especially in support of our Good Jobs Economy framework, highlighting our	Increase impact of our messaging Increase downloads and views of salient messaging

ED, staff, and partnerships, case studies, and impact.	
Stories from the field – whether campaign leaders, organizers, and especially worker leaders representing the hero’s journey in building worker power and advancing policies.	Increase number and impact of stories profiled on website and through our campaigns
Website Optimization – In order to leverage the power of our content library we will need to ensure that publications are properly optimized for search engines.	Increase search engine visibility Increase document downloads Increase organic search conversion rates

Web Content Copy

We would like for this process to inform the creation of accessible and engaging UX-centered content strategy and understand that our current mix may change considerably based on research and testing.

Target Audiences

- Worker rights organizations: worker centers, labor unions, labor organizations, employee rights lawyers, progressive advocacy organizations, racial justice organizations, activists
- Policymakers: state, local, and federal policymakers
- Funders
- Academics
- Workers

Website Insights

Unique visitors per month

Pre-pandemic: 36,888

2020 to 2022: 138,646

Our most visited pages: (Jan 1, 2019-Jun 6, 2022)

<https://www.nelp.org/faq-unemployment-anchors/>

<https://www.nelp.org/publication/unemployment-insurance-provisions-coronavirus-aid-relief-economic-security-cares-act/>

<https://www.nelp.org/>

<https://www.nelp.org/publication/ban-the-box-fair-chance-hiring-state-and-local-guide/>

<https://www.nelp.org/blog/1099s-w-2s-boss-broke-law-might-make-taxes-higher/>

<https://www.nelp.org/publication/immigrant-workers-eligibility-unemployment-insurance/>

<https://www.nelp.org/publication/raises-coast-coast-2020/>

<https://www.nelp.org/publication/unemployment-insurance-covid-19-cares-act-role-ui-pandemic/>

<https://www.nelp.org/campaign/covid-19-unemployed-and-frontline-workers/>

Website Examples

- Center for American Progress: <https://www.americanprogress.org>
- Vera Institute: <https://www.vera.org/>
- Economic Policy Institute: <https://www.epi.org/>

Project Requirements

Website Optimization

- **Searchable Library** – NELP possesses a vast library of original publications that need to be easily accessible for academics, policy analysts, and elected officials. Achieving this goal will require a data audit and the creation of a robust system that allows searching by publication date, policy area, publication type, and other possible criteria.
- **Improved SEO** – In order to leverage the power of our content library we will need to ensure that publications are properly optimized for search engines.
- **Improved Analytics** – NELP will need its new website to be optimized to take advantage of Google Analytics' new GA4 standard in order to gain insights into user behavior, traffic patterns, and overall website performance.

System Integrations

- **Content Management System (CMS)** – WordPress is our preferred and existing CMS for all websites (multisite license). We envision an improved backend experience with the customization of the WordPress and anticipate a content audit, taxonomy logic refresh, and content migration as a part the project.
- **Marketing System** – Integration with Pardot is crucial to this project. We like to leverage the visitor tracking and lead-to-account mapping features Pardot offers. It will enable us to connect visitor engagement/journey to our partners for targeted communications.
- **Customer Relationship Management System (CRM)** – In conjunction with Pardot integration, mapping visitor engagement alerts to Salesforce opportunities will deliver relevant information to the development/fundraising team for follow-up and relationship building.
- **Fundraising System** – ActBlue is the fundraising platform we use to process donations. We want to be able to create embeddable buttons and pop-up forms from the WordPress dashboard.

Security & Support

Securing our websites from distributed denial-of-service (DDoS) and brute force attacks is paramount. The redesigned website must adhere to W3C standards and support SAML 2.0 (Single Sign-On). Integration with our Identity provider (IdP) is required for authentication and user management. We are open to any other security plugin recommendations we currently use, Sucuri. Continued support of the website also plays a role in security.

Support services should include but not be limited to the following:

- WordPress, theme, and plugins are running the latest version
- Scheduled malware scans (security plugin)
- Monitor daily site backups
- Resolve reported errors

ADA Compliance

The website should be compliant with the requirements of the Americans with Disabilities Act and should also take into account any other issues of usability prevalent among our constituency.

Multilingual

The website should allow uploading multiple versions of a report or publication in different languages, enabling visitors to find non-English content easily. The site should have the ability to be translated into other languages through commonly accessed tools.

Proposal Instructions

Budget & Timeline

The total budget for this project is \$125,000 - \$150,000. Include all ongoing fees attributed to maintenance in your proposal.

The RFP process will start on January 6, 2023. Proposals are due EOB on Friday, **February 3, 2023**. We plan to select a vendor by March 3, 2023. The ideal timeline for the website relaunch is August 31, 2023. Please let us know what other information you may need to provide a scope of work outline. You can direct all inquiries to the primary contact.

All proposals should be received by 5pm EST on **February 3, 2023**. Proposals should be submitted to: **proposals@nelp.org**

Primary Contact

Please direct all questions to:

Caitlin Connolly

Chief of Strategy

cconnolly@nelp.org

202-640-6516

Evaluation Metrics

As part of your proposal, please address the following:

- Project outline
- Itemized project budget
- Your approach to website design
- Details regarding your website project management process

- A summary of website development and integration experience
- A summary of technical support services
- Existing client references (2-3)
- Project team

We will be looking for clarity, vision, message alignment, technical expertise, approach, and record of high-quality, timely deliverables.