



Corporate Website Development & Maintenance RFP Q&A

Content Migration

- Will content migration be the responsibility of the selected vendor, or will it be handled internally? If migration is required, can you confirm the approximate volume of assets/pages?
 - Content migration will be the responsibility of the selected vendor. However, given that our last major redevelopment was a decade ago, most content will need to be reimagined rather than simply migrated. We will work collaboratively with the selected vendor to determine the optimal approach for each content area and asset.
- Do you expect a portion of content to be rewritten or newly created as part of this project?
 - Yes, we expect the majority of content to be rewritten or newly created. The current content requires substantial reimagining to align with our strategic objectives and address identified issues. The selected vendor will lead this content strategy process in partnership with our team.

Integrations

- What third-party integrations should we plan for (e.g., marketing automation, scheduling)?
 - We will work collaboratively with the selected vendor to identify and plan the optimal third-party integrations based on our strategic objectives and technical requirements. This will be a key discussion point during the planning phase.
- The RFP references integration of third-party APIs. Could you provide specifics on which APIs will require integration?
 - Specific API integration requirements will be determined through collaborative planning with the chosen agency. We want to leverage the selected vendor's expertise to identify the most effective APIs that align with our goals for improved user experience and stakeholder value creation.
- For the "state-by-state activities and results" mentioned in the RFP, is this data housed in a single consolidated platform or multiple state-level systems? Will Brand USA provide a unified API/data feed for this integration, or should vendors plan for multiple connections?
 - The state-by-state activities and results currently exist in PDF format with no API or data feed available. These are important pieces of content that need to be reimagined as interactive digital experiences rather than static documents. Vendors should plan for transforming this content into engaging, user-friendly formats.

Functional Features

- Will the Partner Success Portal be included within the scope of this project?
 - No, the Partner Success Portal itself is not within the scope of this project. However, we want to create stronger connections between the PSP and the corporate website, including multiple entry points that tell the story of the Portal's importance and value to our stakeholders.
- You mention upgrading the press room. Could you please elaborate the desired features?
 - This is a great question and something we want to discuss and work through with the chosen agency.
- Are there sections/pages on the current website that you wish to retire and/or not migrate to the new website?
 - We recognize that the current corporate website is not meeting our needs. Determining which sections to retire or not migrate will be a collaborative discussion with the chosen agency during the content strategy phase.
- Can you tell us more about your expectations for "seamlessly connected content" between your site?
 - We have multiple digital experiences outside of our corporate website that serve segments of our B2B audience, including the Partner Success Portal and brandusaevents.com. These platforms need to be better connected to create a cohesive, interconnected digital ecosystem for our stakeholders.
- Can you expand on "SEO implementation"? Are you looking for the tools to add SEO data to pages and/or help with SEO-focused content creation and/or something else?
 - We want to ensure we are following best practices around SEO and AI-readiness so that the right audiences discover our website and engage with us. This includes implementing proper technical SEO foundations and structured data to facilitate discoverability and trust.
- What languages other than English would you want available? Are you looking for automatic translation technology to be integrated, and if so, do you have a translation technology/vendor in mind already?
 - Currently, we want the website to be in English only. We have no immediate plans to translate the website into other languages, but the need might arise in the future. The platform should be built to accommodate future multilingual capabilities if needed.

Tracking, Privacy & Compliance

- Beyond Google Analytics, are there requirements for custom tracking, cookie consent, or GDPR/CCPA compliance?
 - The website should follow best practices for consent management and compliance as it pertains to PII and international laws.

CMS Preference

- We note that Brand USA's consumer site (VisitTheUSA.com) was recently migrated from Drupal to WordPress, while the corporate site (theBrandUSA.com) is currently on Drupal. For this RFP, do you prefer to continue with the existing

Drupal CMS for the corporate site? Would you prefer an open source (Wordpress/Drupal) or a proprietary cms?

- We prefer WordPress for the corporate site. Aligning both our consumer and corporate websites on the same backend will provide consistency and streamlined management across our digital platforms.

Multisite Architecture

- Do you expect the corporate site, Partner Success Portal, Passport intranet, and BrandUSAEvents.com to remain as separate systems with integrations, or would you consider a WordPress multisite or consolidated architecture?
 - The Partner Success Portal and BrandUSAEvents.com will remain on their current platforms with connections. We want to explore with the chosen agency whether it makes sense to combine the corporate site and Passport intranet into a consolidated WordPress architecture for improved operational efficiency.

Budget Flexibility

- The RFP states that the total FY26 budget is \$200,000, with a possibility of increase depending on proposed strategies. If the proposed solution exceeds \$200,000 due to scope (integrations, AI-readiness, SEO, maintenance), is there flexibility to extend the budget cap or phase delivery across multiple fiscal years?
 - Yes, depending on the proposed strategy, we have flexibility to extend the budget cap or phase delivery across multiple fiscal years if deemed necessary and appropriate for achieving our strategic objectives.
- Regarding the question, "How do you meet custom requirements?" — could you share a bit more detail about the types of custom requirements you have in mind? We can certainly speak to this in general, but we'd be happy to tailor our response if you can clarify further.
 - We want to understand your agency's general approach and methodology for handling custom requirements that may arise during the project. Please describe your process for identifying, scoping, and implementing custom solutions rather than addressing specific predetermined requirements.

AI & SEO Requirements

- For “AI-ready architecture” and structured data implementation, does Brand USA expect vendors to implement personalization features (similar to the consumer site) at launch, or only ensure the technical foundation is in place?
 - Personalization is important to help Brand USA tell its story and demonstrate impact across our different B2B audience segments. The strategy and timing for implementing personalization features will be determined collaboratively with the chosen agency based on their recommended approach and our priorities.
- The RFP mentions being “AI Ready”. Could you please elaborate on some use cases / vision you have in mind for the future?
 - We want agencies to demonstrate their expertise and vision for making the corporate site future-proof and AI-ready. We're looking for vendors to

propose innovative use cases and technical strategies that showcase their understanding of emerging AI capabilities and how they can enhance our stakeholder experience.

Proposal Details

- Can you confirm the maximum pages allowed for a proposal? "15 slides or pages with an appendix" or 25 pages?
 - Maximum of 15 slides or pages with an appendix of 10 pages maximum. Proposals longer than 25 pages total are not guaranteed to be read past the 25-page limit.
- Are you accepting proposals from foreign entities?
 - Yes