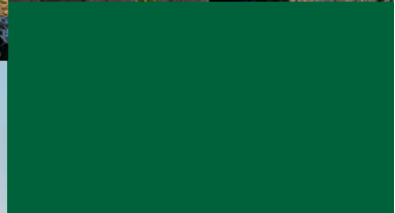




Digital  
that Delivers.

# Vendor Panel Criteria - Enhance Website

26<sup>th</sup> January 2022



# INTRODUCTION

The Digital that Delivers Programme involves c1,350 businesses. Part of the programme involves the execution of digital transformational strategies over a 5 year period.

The Enhance Website workstream is focused on tourism and visitor attraction providers that require a new Website or improvements to their current website. The key outputs of the Enhance Websites workstream are:

- Deliver a high performing website to the clients
- Provide a platform that the client can maintain afterwards

As part of the Digital that Delivers (DtD) Enhance Website stream, Core Optimisation Ltd (Core) on behalf of Fáilte are creating a panel of Agencies that clients can select from when they are refreshing, redesigning or replacing their website. Agencies that would like to be on this panel must undertake an assessment process and meet minimum criteria in order to be placed on this panel.

## HOW DOES THE PROCESS WORK?

To ensure that all Agencies that apply to be on the panel go through a standard, open and transparent assessment process we will follow the steps set out here.

Step 1 - The Agency applies by completing the assessment and sends their response (Agency Application). If the response does not satisfy the pre-qualification questions the Agency is informed that they cannot join the panel at this time and what they need to do to successfully re apply.

Step 2- If the Agency does satisfy all the pre-qualification questions, Core will call the Agency to confirm the details of their application including the proffered case studies.

Step 3 - Core will then review case studies provided and may check references .

Step 4- If the Agency is successful they are informed that they have been admitted to the panel. There is no guarantee of any work at this stage. It is still up to the client (Activity provider/Attraction) to select who they want to work with from the panel. It is required by Fáilte that clients choose 3 Agencies from the panel to seek proposals / quotes from.

## AGENCY APPLICATION

When the Agency submits their application there will be 3 sets of questions:

- Pre-Qualification Questions – responses must satisfy the pre-qualifying questions e.g. Do they have a valid tax certificate?
- General Questions – for example, Do they have experience in designing websites for the tourism Industry.
- Case Studies (Proven Experience) – Agencies must submit 3 relevant case studies as described later in this document

Pre-Qualification Questions are “pass / fail” with no marks awarded and Agencies must satisfy these in order to progress. There are 100 marks allocated to General questions and 100 marks allocated to Case Studies. Agencies will need to achieve a minimum score of 130 marks to join the panel with a minimum score of at least 50 marks required for each section.

#### Pre-qualification Questions

In order to be considered Agencies must be able to answer yes to all of the following questions.

Question	Explanation	Type
Can you work with Open Source Platforms? (Yes/No)	The majority of clients we work with will require an open source platform with a non-proprietary CMS.	Essential
Does the client have full ownership of the website once is it launched? (Yes/No)	The client needs to have full ownership of the website. This includes full administration rights to the website and ownership of associated properties (e.g. Google Search Console and Google Analytics)	Essential
Do you have a current valid Republic of Ireland or Northern Ireland tax certificate? (Yes/No)	Fáilte cannot fund any work with a business that does not have a valid tax certificate.	Essential
If you build a website as part of this programme can you commit that they will be GDPR compliant? (Yes/No)	This is an essential requirement for all new websites.	Essential

## Assessment Questions

This is part of the evaluation process where we award marks out of 100. Agencies must score at least 50 marks to be admitted to the panel.

Question	Scoring Guidance
When running Google page speed insight on the new website when it is launched, please state what you commit to in relation to the result?	<p>Core vital passes - 10 marks</p> <p>Core vital result indicates 'needs improvement' - 5 marks</p> <p>Core vital test fails - 0 marks</p>
Please indicate the dedicated resources you have available to any project?	<p>Project Manager - 2 marks</p> <p>Designer - 2 marks</p> <p>SEO specialist - 2 marks</p> <p>Analytics specialist - 2 marks</p> <p>Web developer - 2 marks</p>
What is the typical turnaround time for a website that is not fully bespoke?	<p>4 to 10 weeks - 10 marks</p> <p>10 to 16 weeks - 5 marks</p> <p>16 weeks + = 0 marks</p>
Please indicate your commitment to build the following as part of this project:	<p>Bespoke 5 marks</p> <p>Standard 10 marks</p> <p>Bespoke and standard 15 marks</p>
<p>Notes:</p> <p>Bespoke only websites (typically 15k and above)</p> <p>Standard only websites (typically 8k and above)</p> <p>Bespoke and standard websites at various price marks</p>	

When the website goes live how long do you support the client with "snagging" queries/ (hypercare) without any charge ?	<p>You charge immediately after it goes live - 0 marks</p> <p>1 month - 5 marks</p> <p>2 months - 10 marks</p> <p>3 months or more - 15 marks</p>
Do you have proven experience building websites for tourism businesses that provide activities or attractions in Ireland or internationally?	<p>No experience in this area - 0 marks</p> <p>Have built between 1 and 3 websites - 5 marks</p> <p>Have built between 4 and 6 - 10 marks</p> <p>Have built more than 7 websites - 20 marks</p>
What is the level of SEO optimisation that is done by default on all websites that you deliver?	<p>No work is done- 0 marks</p> <p>Full migration plan including 301 redirects, update sitemap, update internal links - 5 marks</p> <p>Full migration plan plus some additional optimisation of titles/descriptions and analysis through Google Search Console- 10 marks - 10 marks</p>
What level of accessibility can you commit to for websites you build?	<p>No accessibility support - 0 marks</p> <p>WCAG 2.1 Level A compliance - 5 marks</p> <p>WCAG 2.1 Level AA compliance - 10 marks</p>

## Case Studies

Each Agency will need to provide 3 summary Case Studies of businesses they worked with in the Tourism / Attractions Sector within the last 3 years where they build a new website for that business.

The details provided for these Case Studies must include the following (1 A4 Page Maximum):

- High level overview of the project
- A link to the website
- Percentage of revenue increase the business achieved as a result of the move to this new website (estimate if not known can be sales enquiries/ other metric).
- Contact name, role and details of someone in the client business we can speak with to validate the case study.

The maximum marks for this section is 100 marks broken down as follows:

30 marks - There are a maximum of 30 marks allocated to each case study.

10 marks - If all 3 case studies achieve a mark of over 20 marks then a 10 mark bonus is added to the total marks (i.e. after all 3 marks are added together).

The 30 marks is broken down as follows:

Design and technical delivery of the website - There are a maximum of 20 marks available for this. This evaluation is done by the Programme Management team who may seek to validate the claims made.

Results achieved - This is a maximum of 10 marks. This is based on the following:

0 increase in online sales - 0 marks

0 to 20% increase in online sales - 5 marks

> 20% increase in online sales - 10 marks

## **Thank you**

We hope this information helps you in your application. Please remember the panel is an open panel. If you do not succeed in getting a place on your 1st application you can re apply with an updated application.