

Santa Monica Travel & Tourism SantaMonica.com Website Maintenance & Development

Introduction

Santa Monica Travel & Tourism (SMTT) is seeking proposals from experienced website development agencies to maintain and enhance SantaMonica.com. The selected agency will be responsible for ensuring the website operates efficiently, remains up-to-date, and aligns with industry best practices for digital marketing, user experience, and security.

Project Overview

The goal of this project is to secure a long-term partnership with a web development agency to maintain, update, and optimize SantaMonica.com, a WordPress website. The agency will manage all aspects of the website, including technical maintenance, content management, SEO optimization recommendations and implementation, performance monitoring, security, and feature development to enhance user engagement and partner resources. Our website also includes the integration of a third-party online booking tool and business partner resources, such as our events calendar and business partner listing pages (details below.)

Key Services

- Ongoing website maintenance and performance optimization
- Website functionality updates and improvements
- Mobile responsiveness and cross-browser compatibility testing
- Website analytics and reporting, with recommendations for improvements
- ADA compliance and accessibility enhancements
- API integrations for third-party platforms and data sources
- Hosting management and uptime monitoring
- Technical support and troubleshooting
- Feature enhancements and UX/UI improvements
- BookDirect integration and maintenance
- Simpleview integration (tourism software CMS tool)
- Matador AI integration (customer engagement platform)
- Pantheon platform maintenance and renewal management
- Security updates: SSL Certification for book.santamonica.com maintenance and renewal management

Additional Services

We are also in search of full SEO services. If responding for both website services and SEO, please price items separately. Vendors may choose to respond for both Web and SEO services or for just one service area.

- SEO optimization to enhance organic search visibility
- GEO strategy and implementation

Scope of Work

The selected vendor will be responsible for:

- **Technical Maintenance:** Making regular updates to the website's WordPress CMS:
 - **Theme & Template Management:** Creating and updating custom WordPress pages
 - **Custom Plugin Development:** Developing and maintaining custom plugins for partner submissions, event calendars, and integrations.
- **Security & Compliance:** Ensuring SSL encryption, GDPR/CCPA compliance, and protection against cyber threats.
- **Feature Development:** Adding new functionalities to improve user engagement and partner interactions.
- **Analytics & Reporting:** Providing monthly insights into website traffic, user behavior and attribution, with actionable recommendations.
- **Training & Documentation:** Facilitating admin training and creating user guides for website management.
- **Ongoing Support:** Ongoing support for bug fixes, enhancements, and emergency technical assistance.
- **Integration of Tools:**
 - **BookDirect** integration and maintenance
 - **Simpleview** integration (tourism software CMS tool)
 - **Matador AI** integration (customer engagement platform AI chat)
- **Maintenance of Secondary Websites:**
 - SantaMoniCARES.org, a resource to our philanthropic efforts
 - SantaMonica.MyShopify.com, our online shop
- **Payment Gateway:** Stripe, PayPal, or an equivalent secure payment system for our Shopify page

SEO and GEO Services

SEO & Performance Optimization: Implementing SEO best practices, improving site speed, and optimizing for search visibility.

Website Technical Requirements

- **CMS:** WordPress
- **Hosting:** Secure, cloud-based hosting with high uptime reliability
- **Security:** SSL encryption, firewall protection, and routine security audits
- **API Integrations:** Support for third-party APIs such as event listings, CRM systems, and tourism databases
- **Analytics:** Google Analytics setup and reporting
- **Compliance:** ADA accessibility, GDPR/CCPA compliance
- **Gutenberg & Page Builders:** Familiarity with the WordPress block editor (Gutenberg) and other page builders like Elementor if used.
- **WordPress Multi-Site Experience:** Knowledge of multi-site WordPress configurations.

- **BookDirect:** Experience managing and reporting on this key attribution tool.
- **Forward thinking:** Experience implementing new AI solutions and driving innovation in this area.

SEO Technical Requirements:

- Integration with Google Search Console, Google Analytics, and SEO plugins

Proposal Requirements

Interested vendors must submit a proposal that includes:

- **Company Overview:** Background, experience, and portfolio of relevant work.
- **Project Approach:** A clear explanation of the maintenance process, timelines, and key milestones.
- **Budget Breakdown:** Detailed pricing, including ongoing maintenance, feature development, and support costs.
- **Project Timeline:** Estimated timeline with key phases and deliverables.
- **Team Members & Roles:** Names and roles of project team members.
- **References:** At least three past clients with similar DMO projects.
- **Support:** Availability for ongoing maintenance and future enhancements.
- **Examples of work:** Please provide examples of past work reflecting your expertise in the technical requirements listed above.

Budget & Timeline

- **Estimated Budget:** Please provide an estimate as a detailed breakdown of annual web services and annual SEO services
- **Expected Service Duration:** 3-6 years
- **Deadlines for Questions:** April 10, 2025, 5 pm PT
- **Proposal Response Deadline:** April 17, 2025, 5 pm PT
- **Finalist Selection Announcement:** April 29, 2025
- **Interviews / Presentations:** April 28 – May 6, 2025
- **Service Start Date:** June 1, 2025

Evaluation Criteria

Proposals will be evaluated based on:

- **Relevant Experience (30%)** – Demonstrated ability to manage and enhance similar websites.
- **Project Approach (25%)** – Clear understanding and methodology.
- **Cost Effectiveness (20%)** – Competitive pricing and value for money.
- **Technical Capabilities (15%)** – Ability to meet security, compliance, and performance requirements.
- **Demonstration of Support (10%)** – Maintenance and support offerings.

Submission Instructions

Interested vendors should submit their proposals via email to adowgwillo@santamonica.com by April 15, 2025 at 5 pm PT. Any questions can be directed to Ashley Dowgwillo, VP of Marketing at adowgwillo@santamonica.com.

Additional Notes

- SMTT reserves the right to accept or reject any proposal.
- Shortlisted vendors may be invited for an interview or presentation.
- The selected vendor will enter into a formal agreement outlining deliverables, payments, and timelines.

We look forward to your proposals!