



RFP 2022-MKT02 Questions and Responses

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#	Question	Response
1	Whether companies from Outside USA can apply for this? (like, from India or Canada)	There is no specific restriction on the location of the chosen provider so long as any/all requirements outlined in the RFP are met. It should be noted that Section 8 Item G identifies the "Proximity of the staff to Reno, NV" as a criterion for the evaluation of a proposal.
2	Whether we need to come over there for meetings?	It should be noted that Section 8 Item G identifies the "Proximity of the staff to Reno, NV" as a criterion for the evaluation of a proposal. Historically, service providers have been required to come to our office in Reno, NV periodically for various reasons related to the scope of work.
3	Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	It should be noted that Section 8 Item G identifies the "Proximity of the staff to Reno, NV" as a criterion for the evaluation of a proposal. Historically, service providers have been required to come to our office in Reno, NV periodically for various reasons related to the scope of work.
4	Can we submit the proposals via email?	Section 3 of the RFP defines the accepted method for the submission of proposals. Digital responses will be considered in future RFPs and may be included as an acceptable format.
5	I'm sure you'll get this one from a few other agencies, but, we have to ask - per Simpleview's environmental policies and commitment to sustainability - would it be possible to amend the RFPs to forgo the requirement of mailing physical responses for both RFPs and instead accept digital/emailed responses?	Section 3 of the RFP defines the accepted method for the submission of proposals. Digital responses will be considered in future RFPs and may be included as an acceptable format.
6	Assuming the answer to question 1 is "no, you need to mail them physically" - I noticed the RFP states we need to return an entire copy of the RFP attached to our proposal marked Original, plus 5 copies...I'm unclear on whether the original RFP also needs to be attached to all 5 copies as well?	The RSCVA is requiring one fully executed original of the RFP document with all addenda. The RSCVA is also requiring five copies of that submission package (including a copy of the RFP) - No originals are required to include in the five copies.
7	The RFPs mention addenda may be issued - will you be emailing those to us directly, or is there somewhere we need to go check for them? And what is the latest date that addenda may be issued? Sorry if the answers to this are in the RFPs, but I didn't see it. And it can be tricky sometimes to align the shipping of our proposal with the acknowledgment of receiving the final addenda.	RFP addenda will be posted to the RSCVA.com website. http://www.rscva.com/about-rscva/bidding-opportunities/
8	Are you open to non-US vendors completing this work? Do you have a preference for local vendors?	There is no specific restriction on the location of the chosen provider so long as any/all requirements outlined in the RFP are met. It should be noted that Section 8 Item G identifies the "Proximity of the staff to Reno, NV" as a criterion for the evaluation of a proposal.
9	Are vendors able to submit for both RFPs- website design and SEO?	Yes, vendors can submit RFPs for multiple RFPs.
10	I was wondering if Canadian Companies can bid on RFP 2022-MKT02	There is no specific restriction on the location of the chosen provider so long as any/all requirements outlined in the RFP are met. It should be noted that Section 8 Item G identifies the "Proximity of the staff to Reno, NV" as a criterion for the evaluation of a proposal.
11	For RFP 2022-MKT02 - Website SEO, is this for ongoing services or to develop an initial SEO strategy?	Please see page 3 of the RFP under the heading "Introduction" and note that we are asking for a partner to "execute campaigns." Also, please note on page 15 under the heading "SEO Scope and Proposal Requirements" that we are looking for ongoing "content development." The scope of this RFP is broader than the development of an initial SEO strategy.
12	Are there specific performance goals related to organic website traffic?	Yes. Please see page 14 under the section "SEO Program objectives and Goals." KPIs and other performance metrics that align with organizational goals should be established during the initial phases of strategy development.
13	Can RSCVA share historic performance reports?	The historic performance we would like to share as part of this RFP has been included on page 15.
14	Does RSCVA have an existing list of tracked keywords?	Tracked keywords are managed by our current SEO partner and are reviewed by the RSCVA team occasionally when alignment is needed.
15	What is the existing cadence of meetings with your current SEO partner?	Formal meetings are held monthly, during which we review KPIs and other performance metrics against established goals and review roadmaps and work-in-progress. Ad hoc meetings are held as needed, which have been infrequent in our current fiscal year.
16	Does RSCVA have internal content/PR resources, or will these be contacts at other agencies?	The RSCVA relies on contributions from our current SEO partner, internal team resources, other agency partners, and third-party contractors to develop various types of content used for our SEO channel efforts.
17	Will the new SEO partner be implementing content updates alone, or is this something that will be shared with the content resources?	This is flexible, depending on priorities, capacity, roadmaps, and goals.
18	For insurance in Section 12, there are three insurance types listed as required (General Liability, Auto, Workman's Comp/Employers Liability). But in the details, there are three other types listed (Blanket Dishonesty, Network Security, Technology Services). Are these other three types a requirement as part of the contract?	Yes, the other three are also required.
19	On the bottom of Page 11, there is a space for Agent and phone number. If our policies are through separate brokers, do you want three separate pages submitted? In addition, the RFP states that the above insurances are needed upon contract award. Are you requiring all of these to be in place at RFP submission?	Yes, please submit separate pages if handled by separate brokers. Insurance requirements are not mandatory in order to submit a proposal.

20	Can we please receive copies of the RFPs submitted from the previous award for the RSCVA SEO contract?	Due to the amount of time that has passed since this was last put to RFP, the requested documents cannot be located.
21	Can we have read access to Google Analytics (UA and GA4), GSC, Google Ads, and Zartico? This request is to create a fair playing field between the companies submitting proposals and the company who currently has the contract.	We don't feel this is necessary to respond to this RFP.
22	What are your metrics for success with Search Engine Optimization for the upcoming year?	Please see page 14 of the RFP under the heading "SEO program objectives and goals" for details. We value technical performance, organic keyword dominance (amongst competitors), and authentic content that not only ranks well but meets user needs. The metrics associated with those objectives/goals will vary and can be established as part of the onboarding process. We currently look at a wide variety of metrics from GA, GSC, SEMRush, BrightEdge, Zartico, and Siteimprove.
23	What areas would you like to improve with the current SEO strategy? How has it performed the past few years?	There are keyword gaps between us and our keyword competitors that need to be identified and closed. We also need to deprioritize keywords where user intent doesn't match the content we are willing/able to provide or isn't helping to drive overnight visitation to Washoe County (like "locals only" content). These are just a few examples of opportunities. Further discussion can help prioritize efforts as we engage with the contract winner during onboarding.
24	Who currently writes and contributes to new web content for RSCVA?	New SEO-optimized content is typically either 1) a collaborative effort between the RSCVA and our SEO partner, or 2) completed entirely by our SEO partner. The RSCVA often creates content without the help of our SEO partner, but that is not optimized for SEO in the same way as our dedicated SEO efforts.
25	How much of the current work is dedicated to the leisure side? How much is dedicated towards the B2B side?	From the SEO perspective, an estimated 95% of effort is dedicated to the leisure side, mainly because prioritization models value MSV and the MMS for leisure terms is often more substantial.
26	To confirm, we would be providing paid search recommendations for the current media agency to manage and implement based on our organic strategy/implementation.	This process would need to be defined in a collaborative effort, including our paid media team, SEO team, and RSCVA staff. We currently operate in a siloed state with limited interaction, which is something that needs to be improved. There are inputs from both the organic and paid side that help inform a solid integrated search strategy and we would like to leverage the power of the broader inter-agency team to arrive at a process we can all support.
27	Do you have the current SEO strategy that can be shared?	We can tell you we prioritize technical health and seasonal content gaps focused on geographic regions/attractions of interest and relevance to our mission of attracting overnight visitors to Reno Tahoe.
28	May we share more than one case study with you in our response?	Please provide just one case study. If the RSCVA selection committee desires, they will reach out for additional information. It is noted that you are willing to provide an additional case study.

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