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**Request for Proposals (RBFF-C-18-388)**

**SEO, Digital Marketing & Analytics Consulting Services**

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Attachments:

1. Proposal Cover Page
I. REQUEST FOR PROPOSALS (RBFF-C-18-388)

This Request for Proposals (RFP) is designed to solicit price quotations from qualified agencies to provide search engine optimization (SEO) strategy, digital marketing and analytics consulting services to the Recreational Boating & Fishing Foundation (RBFF) to help increase online authority and performance across both English and Spanish-language accounts.

II. SOLICITATION

Name/Address of Issuer: Johana Reyes
Digital Content Manager
Recreational Boating and Fishing Foundation
500 Montgomery Street, Suite 300
Alexandria, VA  22314
Phone: 703/778-5158
Fax: 703/519-9565
Email: jreyes@rbff.org

Please submit your proposal via email to Johana Reyes at jreyes@rbff.org

Date of Issuance: March 6, 2018
Closing Date and Time: March 23, 2018 @ 5:00 PM Eastern Time

III. BACKGROUND

RBFF is an independent, not-for-profit 501(c)(3) organization. Our organizational mission is to implement an informed, consensus-based national outreach strategy that will increase participation in recreational fishing and boating and thereby increase public awareness and appreciation of the need for protecting, conserving, and restoring this nation's aquatic resources.

In recent years a shared concern has emerged in the fishing, boating and conservation communities. Participation in recreational fishing and boating is changing, and in some cases declining. Projections of demographic trends indicating that in the next 25 years significant population growth will only be occurring among groups who have not traditionally been as involved with boating and fishing. This portends obvious economic
impacts in both private and public sectors, with additional considerations in the areas of resource stewardship and quality of life issues.

RBFF’s challenge is to maintain and increase participation among those groups where fishing and boating have always played an important role in their cultural heritage, while diversifying to include a wider representation—building new traditions for all in the 21st century.

RBFF’s funding is administered through the U.S. Fish and Wildlife Service (the “Agency”) pursuant to a cooperative agreement between the Agency and RBFF. The original source of the funds, the Sport Fish Restoration and Boating Trust Fund, is comprised of excise taxes paid by manufacturers of fishing tackle and a consumer tax on motorboat fuel.

Stakeholders are vital to the success of RBFF. RBFF’s mission can best - and arguably only - be accomplished through successful collaborating and partnering among stakeholders. In so doing RBFF intends to build ownership of its efforts, and outcomes, among a broad array of key stakeholder groups.

Stakeholder groups include:
  o Fishing and boating industry, including manufacturers, distributors, wholesalers and retailers as well as service providers such as marinas, guides, etc.;
  o State and federal natural resources agency personnel, including those involved with aquatic education, license sales and marketing, fisheries management, parks/access site management, communications and information management;
  o State, federal and local law enforcement agencies with mandates in the boater safety, access and education arenas;
  o Tourism agencies, parks and recreation agencies, convention and visitor bureaus and businesses relying on aquatic resource-based recreation;
  o Outdoor and environmental educators;
  o Recreation providers, youth and family advocacy and service organizations;
  o Non-governmental advocacy or public interest groups such as:
    • Conservation organizations
    • Fishing and boating organizations
    • Safety organizations
    • Media and outdoor communications groups

RBFF is governed by a 25-member Board of Directors representing the various stakeholder groups listed above. We actively involve stakeholders in the development and implementation of our programs via several volunteer task forces and advisory groups.
RBFF works directly with state fish and wildlife agencies to implement marketing programs to increase national participation and license sales. According to the 2016 National Survey of Fishing, Hunting and Wildlife-Associated Recreation conducted by the U.S. Fish & Wildlife Service, fishing participation was up 8.2% between 2012 and 2016, and license sales were also on the rise.

For more details on participation, please see the 2017 Special Report on Fishing and Boating.

For more information about RBFF, please visit our organizational web site at http://takemefishing.org/general/about-rbff/.

IV. PROJECT NEED

RBFF is looking for an agency that can provide search engine optimization (SEO) strategy, digital marketing and analytics consulting services to help us reach our goals for organic traffic and SEO performance, website authority, digital marketing channels’ performance, and social media channels’ performance across both English and Spanish-language accounts.

V. PROJECT SCOPE

In order to conduct the work outlined in the project need, the services may include, but are not limited to:

Annual Planning
  o Provide strategic direction and tactical plan (based on 3-year strategic plan) for SEO and digital marketing in order to achieve RBFF’s goals.

Account Management
  o Provide account management team with the following personnel competencies:
    • Interpersonal skills and attention to details, with excellent organization skills, being able to keep up with commitments;
    • Teamwork / collaboration, conducting business without politics and helping the RBFF team to succeed;
    • Transparency and Integrity, conducting daily activities and achieving business results that goes above and beyond;
    • Goal oriented and Customer Focus, ensuring quality business outcomes.
o Conduct daily activities for all specific SEO, digital marketing and analytics efforts including (estimate development, updates and reporting of outcomes for both English and Spanish-language initiatives)
o Provide value-add recommendations to RBFF staff which are relevant to RBFF’s objectives/strategies.

Financial Management/Reporting
   Monthly financial and personnel reporting and budget management with RBFF staff.

PPC Management and Consulting
   o Manage a budget of $200,000 for PPC (total for media and account management).
o Provide a monthly analysis report for our PPC campaigns.

SEO Management and Consulting
   o Provide monthly keywords based on RBFF’s Content Calendar to use in different marketing channels, newsletters, ads, social media, etc.
o Provide monthly content recommendations for Takemefishing.org and Vamosapescar.org.
o Provide Monthly reports with organic traffic analysis for both English and Spanish sites.

SEO Audits
   o Prepare one content audit each year, including a SWOT analysis, a content Meta Data analysis, content structure analysis, content suite analysis and other content issues.
o Prepare an annual SEO Technical audit, including 1) On-site technical review and analysis of URL structure, metadata, HTML markup, broken links, Robots.txt, page error handling, page load and speed performance, etc.; and 2) Off-site analysis of external links, inbound linking and backlink anchor text.
o Prepare an annual SEO Social media audit, providing recommendations to optimize and grow our social media channels: Facebook, Instagram, Twitter, Google +, YouTube, and Pinterest.

VI. CONTRACTOR QUALIFICATIONS

Contractor must demonstrate high levels of expertise in the following areas:

• PPC Management and Optimization (English & Spanish)
• SEO Management and Strategic Consulting for both English and Spanish-language accounts, to include:
  o Keyword research and mapping
  o Content creation and online marketing recommendations
  o Website authority and content performance optimization
  o SEO audits (content, technical SEO, social SEO, etc.)
  o Technical SEO recommendations and monitoring
  o Training and instruction
  o Ongoing monitoring, analysis and reporting from tools like Google Analytics, Moz, Tableau, etc.

• Analytics Strategy and Implementation
• Ongoing Testing Strategy and Management
  o Website and conversion rate optimization

Non-essential, but beneficial skills and Resources:
• Experience working with non-profit organizations.

VII. DELIVERABLES AND TIMELINE

The following deadlines apply to this request for proposals:

<table>
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<tr>
<th>Deliverable</th>
<th>Date</th>
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<tr>
<td>Issue RFP:</td>
<td>March 6, 2018</td>
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<tr>
<td>Proposal Due Date:</td>
<td>March 23, 2018 @ 5:00 PM ET</td>
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<td>Final decision and vendor notification:</td>
<td>March 30, 2018</td>
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<td>Contractor begins work:</td>
<td>April 2, 2018</td>
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VIII. PROPOSAL REQUIREMENTS

At a minimum, the proposal (of no more than 10 pages in length) should include the following elements:


2. Description of how your corporation/organization/team fulfills the “Contractors Qualifications” outlined in Section VI. Examples of previous work that is similar to the work required here are requested.
3. Include a list of clients for whom you have performed similar work within the last two years. Please provide 3 client references that RBFF may contact.

4. Background on your corporation/organization/team, including history, staff size and experience, and other relevant information. If subcontracting is required, indicate whether you intend to subcontract with small businesses, minority-owned firms, and women’s business enterprises.

Applicants must submit proposal in the form of an electronic copy. Proposals should be prepared simply, providing a straightforward, concise description of the Contractor’s ability to meet the requirements of the RFP.

The proposal must be received by March 23, 2018 @ 5:00 PM Eastern Time for consideration. Late proposals will not be accepted.

IX. EVALUATION FACTORS FOR AWARD

Basis for Award
The award will be made to the applicant that conforms to the RFP’s requirements and is judged to represent the best value to RBFF. Best value is defined as the proposal that presents the best overall value to RBFF, cost and other factors considered, and which presents the most advantageous offer. Such offer may not necessarily be the proposal offering the lowest cost or receiving the highest technical rating.

Evaluation Criteria
Applicants are cautioned that this is a best-value procurement and that best-value concepts apply to this solicitation. In making its best-value determination, RBFF may award a contract resulting from this solicitation to the responsible applicant whose offer conforming to the solicitation will be the most advantageous to RBFF, price and other factors considered. RBFF shall give due consideration, as appropriate, to the overall merits of the proposal (including the relative advantages and disadvantages to RBFF), the experience of the Contractor, the cost of the proposal, and the needs of RBFF. Preference, to the extent practicable and economically feasible, shall be given for products and services that conserve natural resources and protect the environment and are energy efficient.

Applicants are cautioned that discussions may not be held and that RBFF may award the contract solely on the initial proposals. Accordingly, applicants should put forth their best efforts in their initial submission. However, RBFF reserves the right to conduct discussions if later determined by RBFF to be necessary. RBFF may reject any or all offers if such action is in the best interest of RBFF; accept other than the lowest offer; and waive informalities and minor irregularities in offers received.
X. SPECIAL REQUIREMENTS

Federally Imposed Obligations

RBFF has entered into a cooperative agreement with the U.S. Fish & Wildlife Service, the general provisions of which are the Administrative and Audit Requirements and Cost Principles for Assistance Programs cited in the “Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards” set forth in CFR Title 2, Subtitle A, Chapter II, Part 200 (2 CFR § 200.0 et seq.), including the appendices thereto. Inspection, acceptance and procurement are governed by these requirements and principles. The successful applicant will be required to assume all applicable pass-through obligations imposed by the cooperative agreement, such as compliance with federal equal employment opportunity requirements and debarment and suspension certifications.

Accounting Records

All accounting records of the successful applicant relating to its performance under this award shall be kept in a manner that is consistent with generally accepted accounting principles as well as all applicable provisions of the “Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards” set forth in CFR Title 2, Subtitle A, Chapter II, Part 200 (2 CFR § 200.0 et seq.), including the appendices thereto. Upon reasonable notice to Contractor, RBFF, the U.S. Fish & Wildlife Service, the Comptroller General of the United States, and any of their duly authorized representatives shall have access to any books, documents, papers and records of Contractor that are pertinent to this award and have the right to audit and copy such materials during the term of this award and for a period of three (3) years after its termination or expiration.

Applicant Reimbursement and Compensation Policy

RBFF will not reimburse or compensate applicants for any time, fees and costs incurred while developing their proposals. Additionally, if an applicant is asked to present its proposal in person, RBFF will not reimburse or compensate the applicant for any fees related to the presentation, including but not limited to staff time, travel and out-of-pocket costs. RBFF will not compensate any applicant for time or fees incurred while negotiating a contract.

Ownership of Work Product

A) The successful applicant will be required to acknowledge that it has been ordered or commissioned to create or prepare a work consisting of the work effort
and work product set forth herein and agree that this work is a “work made for hire,” and that the applicant shall have no rights to title or interest in and to the work, including the entire copyright in the work or all rights associated with the copyright. The applicant will further be required to agree that to the extent the work is not a “work made for hire,” the applicant will assign to RBFF ownership of all right, title and interest in and to work, including ownership of the entire copyright in the work and all rights associated with the copyright, and will execute all papers necessary for RBFF to perfect its ownership of the entire copyright in the work. The applicant will not have rights to or permission to use the work without the prior written permission of RBFF.

B) By responding to this RFP, the applicant acknowledges and agrees that all deliverable documentation under this RFP (and subsequent contract) will be transferred to the U.S. Government in accordance with RBFF’s government contract. If the applicant intends to submit a notice of limited rights in technical data regarding any delivered technical data to RBFF, the notice shall include sufficient information to enable RBFF to identify and evaluate the applicant’s assertions.

Original Work

The successful applicant will be required to represent and warrant that the work the applicant creates or prepares for RBFF will be original, will not infringe upon the rights of any third party, and will not have been previously assigned, licensed or otherwise encumbered.

Public Releases

Except as required by law or regulation, no news release, public announcement or advertising material concerning any subsequent contract awarded pursuant to this RFP shall be issued by any applicant without the prior written consent of RBFF; such consent shall not be unreasonably withheld.
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