



Intermediate Solicitation No. PKS-CM-2022-01
PERSONAL/PROFESSIONAL SERVICES
COLLEGE WEBSITE RE-DESIGN SERVICES

Q & A #5 – 3/16/2022

1. The copywriting component is still a little unclear. You note "...UCC would need a copywriter to edit the pages for the 300-500 pages mentioned in section 2 (page 3)." It's the "need" part that I would like to be certain I understand. Does this mean you would like for us to include copywriting fees for this in our proposal or that you want us to recommend someone you can work with on this?

From the proposal: Recommendations for professional presentation, and writing/editing of copy for the audience and SEO will be provided by the agency. Draft copy, images, and photos, from the existing website will be provided by UCC.

Previous answer: On page SEO: page titles, page descriptions, page content templates, and open-graph system would be setup on the pages as part of the project by the agency. For these items, UCC would need a copywriter to edit the pages for the 300-500 pages mentioned in section 2 (page 3). UCC would also edit content as pages move into the new website structure and templates. Some pages may need more attention than others.

Further defined:

We will use content from the current website today. This content will be placed into new templates and a new hierarchy of content. Adjustments to copy may need to be made as some of the content may need to be broken into multiple pages or combined to fit into the new structure. Copy may need revising for SEO purposes such as adding descriptions to the page.

Please include this in the proposal.

2. Re: photography. Do you have a media library of images that we'll be able to use in our designs and/or can we use other photography that suits your needs?

UCC will use photography highlighting its campus and its students, and ideally not stock photography. Many of the photos will come from the current website and UCC is in the process of replacing images to reflect this new approach. On a rare occasion where there is no campus image available and an image will add value to the page, UCC has access to a stock photo library and will supply the photos. UCC understands that the photos may need to be adjusted to fit into the new website template.