



Request for Proposal: Web Designer with Wordpress Expertise

The Nantucket Island Chamber of Commerce is seeking proposals for a skilled and experienced web designer. The ideal candidate will evaluate, collect inputs from our team, and implement changes to our website that will reflect our brand identity, strengthen our online presence, and improve user engagement.

The current website - NantucketChamber.org- has pertinent information, but does not effectively meet our needs. Specifically, we are looking for a website layout redesign that is modern, user-friendly, and balances our work promoting regional tourism and as a resource and information hub for our members. We currently use the CRM software Chamber Master (CM) by GrowthZone, integrated into a WordPress site. While familiarity with CM is not required, it will be necessary to keep the CM integration and WordPress platform. At the completion of the project, we would like to have a standard operating procedure in place to guide us as we self-manage the site long term.

1. Project Goals & Target Audience

Our primary goals for the updated website are to:

- Increase awareness of our organization and its mission.
- Generate leads and attract new members.
- Simplify communication with our members and the community.
- Provide a platform for showcasing our events and programs.
- Enhance the user experience with a clean and intuitive design.

Our target audience includes:

- Members of our organization (businesses, current and potential).
- Residents and visitors of Nantucket.
- Partners and collaborators who share our mission.

2. Website Requirements & Functionality

The new website must include the following key features:



- **Responsive design:** Optimized for all devices (desktop, tablet, mobile).
- **Seamless integration with Chamber Master:** Integration of the directory, calendar, advertising banners, and member login site are critical
- **Compelling and informative layout:** Create new standard operating procedures for our team to follow, while empowering us to make content updates as our needs change throughout the year
- **Social media integration:** Shareable content and links to our social media profiles, the CrowdRiff platform that we use, any other suggestions welcome
- **Search Engine Optimization (SEO):** Optimized for search engines to improve organic visibility

3. Content & Branding

We have established brand guidelines, including our logo, fonts, and color palette, which can be provided upon request. We will be providing most of the website content, but may require assistance with copywriting and editing. We envision a website with a modern, professional, and approachable tone that reflects our commitment to the Nantucket community.

4. Project Timeline

Our ideal timeline for project completion is by the end of April 2024, but we are flexible and open to discussing your proposed timeline.

5. Selection Criteria

We will evaluate proposals based on the following criteria:

- Experience in designing and developing websites
- Proven expertise in Wordpress development
- Strong portfolio showcasing relevant work and design aesthetic that aligns with our vision.
- Competitive pricing and clear communication of costs
- References from past clients



6. Additional Information

We are confident that this project will attract talented and creative web designers who share our passion for serving the Nantucket community. If further information is needed to understand Chamber Master and its relationship to our website, we are happy to schedule a time before you submit your proposal to answer any questions. Please submit your proposal or questions to:

Peter Burke

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