

## **Website Redesign RFP ADDENDUM NO. 1**

**Request for Proposals:** Amideast Website Redesign

**Issuing Organization:** Amideast

**Original RFP Release Date:** March 4, 2026

**Addendum Issue Date:** March 13, 2026

**Proposal Submission Deadline:** Updated to March 23, 2026

This addendum provides responses to questions submitted by prospective vendors regarding the Amideast Website Redesign Request for Proposals (RFP). Questions received have been consolidated and responses are provided below to ensure that all vendors have access to the same information when preparing their proposals.

Unless otherwise noted, the information below supplements and clarifies the original RFP and should be considered part of the solicitation documents.

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### **Project Goals & Success Metrics**

#### **1. Are there specific measurable KPIs the new website should achieve (e.g., conversion rates, session duration, bounce rate)?**

Amideast's primary goal is to improve usability, clarity of information, and accessibility for key audiences including prospective students, program participants, institutional partners, and funders. Specific KPIs and performance benchmarks will be finalized during the discovery phase of the project. Vendors may propose recommended metrics as part of their approach.

#### **2. Are there specific user journeys that are highest priority (e.g., prospective students registering for tests or funders learning about Amideast's impact)?**

The website serves several key audiences including prospective students seeking testing or education opportunities, program participants, institutional partners, and funders. Improving navigation and access to relevant information for these audiences is a priority. Vendors may propose recommended user journeys and information architecture approaches.

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### **Scope & Site Structure**

#### **3. Does the project scope include any websites or subdomains beyond amideast.org and the Education Abroad portal?**

The project scope includes the primary Amideast website (amideast.org) and the marketing content information from the Education Abroad portal currently hosted at edabroad.amideast.org (note the application process and student management will continue to operate through the portal). No additional subdomains are currently planned for inclusion.

**4. Should the Education Abroad portal be fully integrated into the main website or maintained as a separate system?**

The intent is to integrate the Education Abroad content into the overall Amideast web experience. The application process and student management will continue to operate through the portal (which will be linked to the main site.) Vendors may propose the most appropriate technical approach, maintaining a separate but tightly integrated system.

**5. Do Amideast's country offices maintain independent websites that must be migrated or incorporated?**

Country offices contribute content to the main website but do not maintain independent websites that require migration as part of this project.

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**Current State & Technical Considerations**

**6. The current site is on Drupal 9. Should vendors assume an upgrade of the existing site or a full rebuild?**

The current website runs on Drupal 9, which is approaching end of life. Amideast is open to vendor recommendations regarding platform and architecture, including rebuilding on a newer Drupal version or proposing an alternative CMS if justified.

**7. How was the current site built, and is there an incumbent vendor maintaining it?**

The current website was developed by a previous vendor and is currently maintained internally by Amideast. Amideast expects to maintain the new site.

**8. Where is the current site hosted, and are there infrastructure constraints vendors should consider?**

Amideast currently manages website hosting internally. Vendors may propose alternative hosting options if they believe this would improve performance, security, or maintainability.

**9. Do you have a CI/CD deployment pipeline or automated development workflow?**

Detailed technical architecture and development workflows will be discussed with the selected vendor during the discovery phase.

**10. Can Amideast provide Drupal administrative reports (field list, module updates, status report) from the current site?**

Detailed technical documentation from the current CMS environment will be provided to the selected vendor during the discovery phase.

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## **Content & Migration**

**11. Approximately how many pages or content items currently exist on the website?**

The current website contains several thousand pages of content accumulated over many years. A full content audit will be conducted as part of the project to determine which content should be migrated, consolidated, or archived. A significant portion (potentially 50% or more) of the content is likely to be deleted or archived.

**12. Should vendors assume full migration of all content from the existing site and the Education Abroad portal?**

Vendors should assume migration of priority and actively maintained content. Not all existing content will necessarily be migrated to the new site.

**13. For archived content, should URLs be redirected or replaced with a generic archive page?**

The preferred approach is to maintain SEO value through appropriate redirects where feasible. Specific redirect strategies will be determined during the migration planning phase.

**14. What is the expected frequency of content updates on the site?**

Content is updated regularly by the communications team with contributions from other departments and country offices as needed.

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## **Multilingual Content**

**15. Which content sections require Arabic and French translations?**

Certain program and informational content is available in Arabic and French. Some elements of the main navigation, header and footer are also available in Arabic and French.

The exact scope of multilingual content will be determined during the content planning phase.

**16. Will Amideast provide translations or should vendors include translation tools in the CMS?**

Amideast typically provides professional translations for multilingual content.

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**Content Management & Publishing**

**17. How many staff members will manage website content, and what is the publishing workflow?**

Website content is managed by a central communications team with contributions from staff across multiple Amideast offices. Detailed workflows and training needs will be determined during implementation.

**18. How many staff members will require CMS training?**

The number of staff requiring training will depend on the final CMS architecture and editorial workflow and will be determined during project planning.

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**Forms, Integrations & E-Commerce**

**19. Do the external systems referenced in the RFP (donations, job applications, program applications) already exist?**

Yes. These services are currently managed through external platforms and/or separate applications managed by Amideast and are linked to or embedded within the website.

**20. Are there additional integrations vendors should anticipate?**

Beyond the external systems referenced in the RFP, any additional integration requirements will be determined during the discovery phase.

**21. Should vendors propose an e-commerce platform for the temporary e-shop?**

Vendors may propose an approach that allows for a small temporary e-shop with the potential to expand to more robust e-commerce functionality in the future.

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**SEO, Analytics & Search**

**22. Do you currently use specific SEO tools such as SEMrush, Ahrefs, or Moz?**

SEO strategy and tooling will be discussed with the selected vendor during discovery.

**23. What is meant by “AI search optimization”?**

This refers broadly to structured content and technical SEO practices that improve discoverability in modern search environments.

**24. Are there specific expectations for site search functionality?**

Vendors may propose an appropriate search solution as part of their recommended CMS architecture.

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**Traffic & Website Size**

**25. Can you share website traffic metrics or database size to assist with infrastructure planning?**

The website serves a global audience and receives regular traffic across program, testing, and informational pages. Detailed analytics and infrastructure information will be shared with the selected vendor during discovery.

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**Timeline & Budget**

**26. Is the November 1 launch date flexible?**

The November 1 launch target aligns with Amideast’s 75th anniversary and is the organization’s preferred timeline. Amideast recognizes that the final project schedule will depend on the selected technical approach and scope confirmed during discovery. The detailed project timeline will therefore be finalized with the selected vendor during the project planning phase.

**27. Does the stated \$50,000–\$65,000 budget include post-launch maintenance?**

The stated budget is intended primarily for design, development, and launch of the new website. Vendors may propose optional post-launch support or maintenance separately.

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**Project Team & Governance**

**28. Who will be the primary point of contact and decision-maker during the project?**

The project will be led by the Amideast communications team with input from other departments as needed.

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### **Reservation of Rights**

Amideast reserves the right to accept or reject any or all proposals, to request additional information from vendors, to negotiate modifications to proposals, or to cancel or modify this solicitation at any time.

Amideast also reserves the right to adjust the scope of work, project timeline, or budget based on the proposals received and internal project priorities. Amideast may elect to award the full project, a portion of the project, or pursue a phased implementation based on proposals received.

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### **Acknowledgment of Addendum**

Vendors should acknowledge receipt of this addendum in their proposal submission and confirm that the information contained herein has been incorporated into their proposal.