



REQUEST FOR PROPOSAL

For Website SEO and Domain Name Considerations

in preparation for website redesign and development

The Narrative Enneagram (TNE) is an educational nonprofit dedicated to transforming lives and creating a more compassionate world. Our mission is to advance human consciousness through our pioneering Narrative curriculum, which integrates psychology, spirituality and somatics (bodywork and movement).

We are the only International Enneagram Association Accredited School that sustains and promotes the work of leading Enneagram developers Helen Palmer and David Daniels, MD. We are also the world's longest running Enneagram school, having offered courses since 1988. Our curriculum includes a wide range of offerings from foundational programs for beginners to certification tracks for both Narrative Enneagram Teachers and Practitioners (therapists, counselors and coaches). In 2018, we merged with our sister nonprofit, a membership association.

Our programs are grounded in the Narrative Tradition, which offers an interactive exploration of the Enneagram through panelists sharing their personal stories and insights. We want to demonstrate the value and vitality of our work by relying less on text, highlighting video conversations, and using other creative ways to communicate complex ideas and powerful stories in both site design and content.

We have used www.enneagramworldwide.com as our domain name since 2006, and launched our current WordPress site in 2014. In preparation for a complete website redesign and development, we have identified a number of SEO-related areas that need clarification before we proceed.

We are looking for an SEO contractor with a demonstrated range of experience and expertise who is willing to work with another organization providing UX design. *(You also are invited to respond to our Designer RFP if you have the capabilities described in the accompanying document.)*

Deliverables

The following deliverables should be provided in a timely manner:

1. **Make recommendations regarding a possible domain name change.** We have used “enneagramworldwide.com” since 2005 and are strongly considering changing our domain name to reflect the name of our organization. We own “narrativeenneagram.org,” which currently forwards to “enneagramworldwide.com.” Please provide the comparative consequences of changing to “narrativeenneagram.org,” another domain, or keeping our current name. If we decide to make the change, please specify how to mitigate any SEO impacts.
2. **Recommend SEO strategies for site structure and migration.** Address concerns related to a modified navigation structure, new page names and URLs, and migration to a new server.
 - 2.1. Specify how to minimize any drop in Google and other search engine rankings and build them back as quickly as possible. Most importantly, we want to maintain high rankings for our 40 top performing pages, tracked in Google Analytics over the past 14 years.
 - 2.2. Provide guidance on how to improve current SEO tactics for search engine rankings, with recommendations and pre-launch management regarding domain name(s).
 - 2.3. Make recommendations for adding functionality to our Google Analytics to better measure monetized conversions, set Analytics benchmarks, and apply Analytics to further drive our business forward.
3. **Provide guidance regarding our paid online Enneagram test, a significant source of income.** We need to improve our SEO rankings for “Enneagram test,” “Enneagram online test,” and other common keyword combinations. It is also crucial that we maintain the custom programming to ensure that the user experience flows smoothly. To experience the test firsthand, please register and take the test at www.enneagramworldwide.com/test/ (use promo code: RFPOFF10).
 - 3.1. **Short-term**

In the past several months, we have experienced a decline in our SEO rankings for the test page and a decline in test purchases. For the short-term, we need your SEO strategies and recommendations on how to

improve test page rankings on our existing site. One option, for example, would be to create a new landing page using a different domain and design, which would then link to our existing website after a user completes the purchase of the test.

3.2. Long-term

As part of the longer-term SEO plan, we are considering several possible options and need to understand the potential consequences of:

Option 1: Migrating the online test to the new website.

Option 2: Maintaining the programming of the existing test where it is, with a **new subdomain or different domain name**. (The final step in the test would be to redirect the user back to a designated "Next steps" page on the new website.)

3.3. How do we mitigate the consequences of creating a subdomain or changing the domain name for the test?

3.4. If Option 2, how important would it be to modify the look and feel of the test pages to integrate with the new website?

4. **Offer guidance on pre-launch migration and ongoing monitoring.** The Developer will set up and test 301 redirects for up to 40 of our top-ranking pages, and a global 404 redirect page for all remaining pages and page errors. Please specify any other SEO-specific considerations or tactics we should employ:

4.1. Before Development

4.2. During Development

4.3. Pre-Launch

4.4. Post Launch

PROPOSAL REQUIREMENTS

If you wish to be considered for this project, please respond to Evangeline Welch, TNE Marketing Director and Webmaster, at ewelch@enneagramworldwide.com by **Monday, March 16, 2020**, stating your intention to submit a proposal, and include, if applicable, any questions or requests for clarifications on the RFP. We will provide Analytics to you at that time.

Send completed proposal to Evangeline by **Monday, March 23, 2020**. Your proposal should include the following:

- What you need from us to complete the project
- Description of your qualifications
- List of references and websites you have optimized for SEO
- Summary of your process to execute the project and organize the deliverables
- Total cost not to exceed to cover all deliverables listed above
- Timeline and payment schedule