



Request for Proposal (RFP) Website Optimization Consulting Services

Issued: June 1st, 2026

Proposal Due Date: June 23rd, 2026

Introduction

Advantage St. John's invites qualified proponents to submit proposals to assess and improve selected areas of its website as part of a broader Foreign Direct Investment (FDI) marketing initiative. The primary intent of this project is to strengthen the performance of existing website content so that it better supports search visibility, investor relevance, and engagement on high-priority pages. This work is expected to focus on practical content and SEO improvements rather than a broad website redesign.

The work should support four priority sectors: Energy (Oil & Gas, Renewables, Hydrogen), Technology, Oceans, and Aerospace & Defence, and improve the effectiveness of existing website content for target audiences in key international markets including the UK, Nordic countries, France, and Germany.

Description of Services Required

The selected vendor will be required to:

Assess and improve existing website content on priority pages in a way that supports stronger search visibility and lower bounce rate. Advantage St. John's is seeking a practical, focused approach centered on content quality, on-page SEO, and page-level performance improvements. Major structural UI or UX changes are not anticipated as part of this project. If technical issues are identified that may affect performance, proponents may include them as optional, separately priced recommendations.

- **Current Site and Content Assessment:** Review selected priority pages to assess how current content is performing in relation to investor needs, search visibility, engagement, and bounce rate.

- **Content Improvement and Refinement:** Recommend and, where proposed, implement improvements to existing page content to strengthen clarity, structure, messaging, relevance, and calls to action.
- **On-Page SEO Support:** Provide practical on-page SEO recommendations for priority content, including keyword alignment, metadata, headings, internal linking, and content structure.
- **Bounce-Rate Reduction on Priority Pages:** Identify opportunities to reduce bounce rate by improving how content is organized, how quickly value is communicated, and how clearly users are guided toward next steps.
- **Optional Technical Recommendations:** If technical issues are identified that may affect content performance or engagement, these may be noted and priced separately as optional items. Major technical redevelopment is not expected within the core scope.
- **Measurement and Prioritization:** Provide a practical prioritization approach and simple measurement recommendations to help Advantage St. John's understand what changes should be addressed first and how success should be reviewed over time.

Project Objectives include:

- Assess the performance and effectiveness of current website content on selected priority pages.
- Improve existing content so it better aligns with investor needs, search intent, and sector priorities.
- Support stronger search visibility through practical on-page SEO improvements.
- Reduce bounce rate on key pages by improving clarity, relevance, usability of content, and strength of calls to action.
- Provide a prioritized implementation approach that distinguishes core content work from any optional technical fixes.

Target Audiences and Priority Markets

Proposals should demonstrate an understanding of the website's role in reaching foreign investors, site selectors, business decision-makers, and sector-specific stakeholders. Work should be informed by audience motivations such as innovation, sustainability, cost-efficiency, talent access, and partnership opportunities. Priority sectors include Energy & Resources, Technology, Oceans, and Aerospace & Defence, with particular relevance to audiences in the UK, Nordic countries, France, and Germany.

Project Deliverables

- A summary assessment of selected priority pages, identifying content strengths, weaknesses, and opportunities for improvement.
- A prioritized list of recommended content improvements for existing pages.
- On-page SEO recommendations for selected pages, including keyword alignment, headings, metadata, and content structure.
- Revised or refined content for agreed-upon priority pages, where included in the proposed scope.
- Recommendations to help reduce bounce rate and improve visitor engagement on key pages.
- Any optional technical recommendations identified during the review, priced separately if applicable.
- A proposed project timeline with key milestones, review points, and delivery dates.
- A simple measurement approach or recommended indicators for reviewing performance over time.

Proposal Requirements

Proposals must include the following information:

1. Executive Summary:

- A brief overview of the proposal, including a summary of the consultant's qualifications, approach, and the proposed scope of work.

2. Qualifications:

- A description of the firm/consultant's Company profile, including relevant experience in content improvement, on-page SEO, digital content strategy, and lead generation or conversion-focused website work.
- Examples of similar work, ideally including projects involving content refinement, SEO improvement, economic development, investment attraction, B2B marketing, or international audience targeting.
- Resumes of key team members who will be involved in the project, highlighting their qualifications and relevant experience.

3. Approach and Methodology:

- A proposed approach and methodology for assessing and improving existing website content on priority pages.

- An explanation of how the proponent would support lower bounce rate and stronger engagement through content and page-level recommendations.
- A timeline for completing the project, including key milestones and deliverables.

4. **References:**

- Contact information for at least three references from organizations for which the consultant has performed similar work.

5. **Budget:**

- A clear and itemized pricing structure for the core scope, with any optional technical fixes or enhancements listed separately.
- Any assumptions, dependencies, or requirements from Advantage St. John's.
- A payment schedule based on deliverables and milestones.

Submission Guidelines

Please submit your proposal by June 23rd, 2026, to: [**info@advantagestjohns.ca**](mailto:info@advantagestjohns.ca)

Reports submitted after this deadline will not be considered.

Terms and Conditions

Advantage St. John's reserves the right to:

- Reject any or all proposals and accept the proposal that is in its best interest.
- Cancel, amend, or reissue this RFP at any time.

Thank you for your interest in working with Advantage St. John's. If you have any questions, please reach out to Jennifer Button at [**jbutton@advantagestjohns.ca**](mailto:jbutton@advantagestjohns.ca).