



## **Request for Proposals (RFP)**

### **Website Strategy and Project Lead Consultant (REMOTE)**

#### **Healthy Aging Alberta Website Development Project Overview**

**Healthy Aging Alberta (HAA) is seeking proposals from qualified consultants, contractors, or firms based in Alberta** to lead the planning, coordination, and successful delivery of HAA's first standalone website. The selected proponent will serve as the strategic lead for the project, working collaboratively with HAA staff, leadership, stakeholders, and a third-party website development vendor to guide the website from discovery through launch.

HAA is creating its first standalone website to establish a dedicated digital presence, increase awareness of its work, improve access to information and resources, and strengthen engagement with older adults, community organizations, partners, funders, and policymakers throughout Alberta.

#### **Budget and Timeline**

- Maximum project budget: **\$30,000 CAD inclusive of GST.**
- Project commencement: **August 2026.**
- Anticipated completion: **June 2027.**
- Estimated level of effort: approximately 20 hours per week over the project duration.

#### **About Healthy Aging Alberta**

Healthy Aging Alberta is a provincial initiative that connects, strengthens, and amplifies a network of community-based seniors serving organizations and community allies to make Alberta one of the best places to grow older. HAA is powered by United Way of Calgary and Area and operates through a collaborative, community-led model.

#### **Project Objectives**

The successful proponent will help HAA:

- Define the vision, purpose, goals, audiences, and success measures for its first standalone website.
- Develop a user-centered website strategy informed by stakeholder engagement and best practices.



- Ensure the website reflects HAA's role, priorities, and brand identity.
- Create an intuitive, accessible, and inclusive digital experience.
- Establish a sustainable governance model for long-term website management.
- Support measurement and continuous improvement through website analytics and performance reporting.

## **Scope of Work**

The successful proponent will be responsible for leading and coordinating all strategic aspects of the project, including but not limited to:

### **Discovery and Strategy**

- Facilitate discovery sessions and stakeholder consultations.
- Identify user groups, organizational objectives, content requirements, and website functionality needs.
- Develop website goals, success metrics, and strategic recommendations.
- Document requirements and project decisions.

### **Information Architecture and User Experience**

- Develop recommendations for:
  - Site structure
  - Navigation systems
  - User journeys
  - Content hierarchy
  - Calls-to-action
- Advise on accessibility, inclusive design, and user experience best practices.

### **Content Strategy and Development**

- Conduct content planning and content audits as required.
- Develop content recommendations and page structures.
- Coordinate content collection, development, review, and approval processes.
- Write, edit, and refine website copy in collaboration with HAA staff.
- Ensure alignment with communications, branding, and stakeholder engagement goals.



## **Vendor Coordination and Project Management**

- Act as HAA's primary liaison with the website development vendor.
- Coordinate communication between stakeholders and the vendor.
- Review deliverables and provide strategic feedback.
- Maintain project plans, timelines, risk logs, and project documentation.
- Track milestones and provide regular status updates.

## **Search and Digital Discoverability**

- Provide recommendations and implementation guidance related to:
  - Search Engine Optimization (SEO)
  - Answer Engine Optimization (AEO)
  - Generative Engine Optimization (GEO)
- Ensure content and website architecture support discoverability and search performance.

## **Analytics and Measurement**

- Develop a website measurement framework.
- Recommend and support implementation of:
  - Google Analytics 4 (GA4)
  - Google Tag Manager (if appropriate)
  - Looker Studio dashboards or equivalent reporting tools (if appropriate)
- Establish key performance indicators (KPIs), reporting requirements, and post-launch measurement recommendations.

## **Quality Assurance and Launch Readiness**

- Support website testing and quality assurance processes.
- Coordinate accessibility reviews and remediation recommendations.
- Facilitate stakeholder review and approval processes.
- Support launch planning and readiness activities.

## **Governance and Sustainability**

- Develop recommendations for:
  - Content governance
  - Ownership and accountability
  - Workflow and approval processes



- Ongoing maintenance practices
- Long-term sustainability

## **Deliverables**

At a minimum, proponents, working collaboratively with the third-party website development vendor, should anticipate delivering:

1. Project charter and work plan.
2. Discovery and stakeholder engagement summary.
3. Website strategy and recommendations report.
4. Information architecture and sitemap recommendations.
5. Content strategy and content framework including user journeys, accessibility and UX recommendations.
6. Website measurement and analytics framework.
7. Governance and maintenance framework.
8. Launch readiness checklist.

Proponents may recommend additional deliverables they believe would strengthen project outcomes.

## **Required Qualifications and Experience**

Proponents should demonstrate:

- Minimum five years of experience leading website strategy, digital transformation, UX, communications, marketing, or website development projects.
- Experience managing complex projects involving multiple stakeholders.
- Experience coordinating third-party vendors, agencies, consultants, or development teams.
- Strong knowledge of:
  - User experience (UX)
  - Content strategy
  - Information architecture
  - Accessibility and WCAG standards
  - SEO and digital discoverability
  - Website governance
- Experience facilitating workshops, stakeholder engagements, interviews, and discovery processes considered an asset.
- Excellent copywriting, editing, and strategic communications skills that convert.



Preference will be given to proponents with experience working in:

- Nonprofit organizations
- Community-based organizations
- Public sector environments
- Health, wellness, social services, or aging-related initiatives

## **Proposal Requirements**

Interested proponents must submit a proposal containing:

### **1. Organization or Consultant Profile**

Provide:

- Company name or consultant name
- Primary contact information
- Years of operation
- Relevant areas of expertise

### **2. Project Understanding and Approach**

Describe:

- Your understanding of the project
- Proposed methodology
- Approach to stakeholder engagement
- Approach to content strategy and UX
- Project management process

### **3. Relevant Experience**

Provide descriptions of at least two or three similar projects completed within the last five years that demonstrate experience in website strategy, website launches, digital transformation, UX strategy, or related work.

For each project, include:

- Client name
- Project scope



- Your role
- Outcomes achieved
- Links or screenshots, where available

#### **4. Portfolio / Body of Work (Mandatory)**

Proponents must provide portfolio examples demonstrating relevant experience.

Examples may include:

- Website strategy projects
- Website launches
- Information architecture recommendations
- UX and user journey work
- Content strategy initiatives
- Digital transformation projects
- Governance frameworks
- Analytics and measurement frameworks

Links to live websites, case studies, presentations, reports, or other examples of work are encouraged.

#### **5. References**

Provide a minimum of two to three professional references from comparable projects.

#### **6. Budget**

Provide:

- Total project cost
- Breakdown by project phase or deliverable
- Hourly rates
- Any assumptions or exclusions

#### **Submission Instructions**

Please submit:

- Proposal document (PDF)



- Relevant portfolio examples
- References

Email submissions to: [info@healthyagingalberta.ca](mailto:info@healthyagingalberta.ca) by 11:59 PM on Wednesday, August 5, 2026.

Subject Line:

**Website Strategy and Project Lead Consultant RFP – Healthy Aging Alberta – Proponent Name**