

## **Request for Proposals – Law Firm Website Refresh**

Fredericks Peebles & Patterson LLP (FPP) is a national law firm dedicated to the representation of Indian tribes and tribally owned entities.

In 2019-2020, FPP will be investing in a communications strategy focused on demonstrating its position as the leading law firm specializing in Indian law. As part of this strategy, FPP desires to engage a creative website designer to refresh and redesign FPP's website. In particular, FPP desires to develop strong website content and visualizations to showcase the experience and talent of its attorneys. FPP also wishes to make the website accessible for mobile and offline applications.

This Request for Proposal (RFP) is an invitation to bid, not an offer of contract. Bidders must submit a response that complies with minimum requirements contained herein. All submitted information will be considered for content and application and acted upon at the discretion of FPP.

### **Project Background**

Our current site can be viewed at: [www.ndnlaw.com](http://www.ndnlaw.com).

### **Project Goals**

The FPP website serves an important function as the base of our communications strategy for our clients.

### **Website Refresh Objectives and Requirements**

- Improve user experience
- Promote FPP court and client achievements
- Enhance attorney bios
- Provide recommendations on navigation, structure or content.
- Enable webinars and create focus on thought-leadership
- Incorporate images, social media and video with ease
- Incorporate third party media with ease

### **Timeline**

Interested parties should submit full proposals by June 21, 2019.

Questions should be submitted by email before June 14.

Our goal is a launch by August 1, 2019.

### **Submit a Proposal**

Proposal Contacts:

Solveig Monson, FPP Chief Operating Officer ([smonson@ndnlaw.com](mailto:smonson@ndnlaw.com))

Patrick Bergin, Partner, ([pbergin@ndnlaw.com](mailto:pbergin@ndnlaw.com))

Your proposal should include:

- Your approach to this project, including web design, web development, content creation and/or content migration, launch/promotion
- Your timeline
- Full budget, inclusive of refresh process, design, development, and testing. (We also encourage you to include any maintenance fees/retainers you would recommend.)
- Annotated portfolio examples. We are particularly interested in seeing examples of websites that you have built that may echo the style or format you would envision working with us toward.

### **Ownership of Work**

All work created under the awarded contract must be original work, and no third party should hold any rights in or to the work. All rights, title and interest in the work shall be vested in FPP.