
REQUEST FOR PROPOSALS

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Academy of Hope Adult Public Charter School (AoH) is seeking qualified contractor to provide Search Engine Optimization (SEO) services to enhance the organization's online visibility, increase website traffic, and improve engagement with key audiences.

II. SOLICITATION SCHEDULE

Responses must be submitted electronically via email to Jyoti Chowdhury, Director of Communication and Digital Engagement, at jyoti@ao hdc.org by **Wednesday, April 30, 2025, by 5:00 PM**. For any questions regarding this RFP, please contact Jyoti Chowdhury by email.

III. BACKGROUND

Academy of Hope Adult Public Charter School is a 501(c)3 tax-exempt nonprofit and adult public charter school in Washington D.C., offering excellence in adult education since 1985. Our mission is to provide high quality education and services that change lives and improve our communities. At Academy of Hope, students become part of a learning community where everyone is valued, adds value and is both a teacher and a learner. Our curriculum is experiential and focuses on life skills, which means that students can immediately begin applying what they're learning to their own lives—and reap the benefits.

Academy of Hope's Core Values: CARES

Community- AoH fosters an atmosphere where individuals can be completely present as their authentic self. We seek to advance values, attitudes, and beliefs that promote caring for one another. We believe we are stronger together and that representation for the people we serve matters.

Acceptance- AoH respects the inherent dignity and worth of every individual. We remain open-minded as we acknowledge everyone's complex identities and our collective differences. To us, every person is worthy, and we expect teachers, staff, learners, and community members to come as their true selves.

Respect - At AoH, we believe that every human is deserving of respect and respect is an action. Respecting someone means engaging, learning, and trying to understand individuals' experiences. At Academy of Hope, we are encouraging self-love and a deep understanding, appreciation, and regard for our communities.

Empowerment– AoH aims to purposefully recruit and engage community members who understand the power in every person. Our community is committed to actively listening and amplifying voices and lived experiences that are often unheard as a means to propel change.

Service- Our ultimate goal is to serve all learners responsibly. We strive to be good stewards of the trust learners place in us by consistently reviewing our practices, programs, and structures to ensure we are advancing learners’ stated best interests.

IV. PROJECT SCOPE

AoH seeks to engage a qualified contractor to provide comprehensive Search Engine Optimization (SEO) services. The goal of this engagement is to strengthen the organization’s digital presence, attract prospective learners, and amplify awareness of its educational and workforce programs.

Duration: 12 Months

Total Budget: \$30,000 (\$2,500/month)

1. Objectives:

- Improve organic visibility of Academy of Hope’s website
- Increase targeted traffic to key program and enrollment pages along with thought leadership content.
- Enhance search engine rankings for relevant educational and workforce-related keywords
- Drive user engagement and lead generation through optimized content

2. Key Deliverables:

A. SEO Strategy & Reporting

- Setup and access to a real-time SEO dashboard featuring:
 - Keyword rankings
 - Website analytics
 - Competitor tracking
- Monthly reports summarizing performance metrics and campaign progress

B. On-Page SEO

- Comprehensive keyword research focused on:
 - Adult education
 - GED preparation
 - Workforce training programs (e.g., healthcare, IT)
- Optimization for up to 10 core pages, including:
 - Homepage
 - About Us

- Contact Us
 - Admissions
 - Workforce Programs
 - Blog landing page
- Meta titles, descriptions, H1 tags, URL structures, and internal linking optimization
 - Review and optimization of new content added during the contract period

C. Content Creation and Amplification

- 2 optimized blog articles per month (24 articles total/year)
 - Articles to address search intent and user needs (e.g., “How to prepare for the GED exam in DC,” “Free adult education resources”)
 - Includes keyword optimization and internal linking recommendations

D. Off-Page SEO

- Creation of 8 quality backlinks per month from high-authority websites (DA 20+)
 - Focus on local directories, education-related blogs, nonprofit sectors

E. Technical SEO

- Setup and access to a real-time SEO dashboard with:
- Continuous technical audits to ensure:
 - Proper crawlability and indexation
 - Fast site speed (especially mobile)
 - Functionality of sitemap.xml, robots.txt
 - Identification and correction of crawl errors (404s, redirects)

3. Timeline:

- **Phase 1 (Month 1-2):** Initial audit, strategy development, keyword research, and baseline reporting.
- **Phase 2 (Month 3-11):** Monthly execution of content writing, technical SEO, on-page optimization, and backlink building.
- **Phase 3 (Month 12):** Final performance review and recommendations for future strategy.

4. Assumptions and Client Responsibilities:

- AoH will provide timely access to the website, content management system (CMS), and any necessary credentials.
- Changes made to the website outside of the contractor's recommendations may impact SEO performance.
- The contractor is not responsible for algorithm updates or search engine policy changes.
- Additional content, graphics, or landing page development outside this scope may incur extra costs

V. CONTRACTOR QUALIFICATIONS

Academy of Hope Adult PCS seeks a qualified contractor with demonstrated expertise in delivering SEO and digital engagement services, ideally within the nonprofit or education sectors. Contractors should clearly demonstrate their capacity to fulfill the project scope and align with the mission and values of Academy of Hope.

Qualified contractors must:

- Hold a valid business license and insurance throughout the contract period.
- Be responsible for all employment-related taxes, insurance, and benefits.
- Have relevant experience in design, SEO, or digital projects, preferably for nonprofits.
- Include a staff chart and role descriptions for all key team members.
- Provide background on your organization, including:
 - Company history
 - Staff size and expertise
 - Average client size for similar services
 - Percent of work in technical support and nonprofit sectors
- Contractor must align with Academy of Hope's core values: CARES. We seek partners who foster inclusive, authentic environments and actively engage with the communities they serve. We welcome contractors who demonstrate these values through inclusive hiring, community partnerships, and socially responsible practices.
 - Include examples of how these values are embedded in your hiring practices, client work, and community involvement.

VI. PROPOSAL REQUIREMENTS

Proposal should be clearly organized and include the following components, in the order listed below:

➤ Business Model & Strategic Approach

- Briefly describe your organization's overall business model.
- Explain your proposed approach to delivering the SEO services outlined in the project scope.

➤ **Technical Approach**

- Detail how your methods and tools will be applied to meet the specific needs of Academy of Hope.
- Explain how your firm fulfills the qualifications and expectations described in Section V.

➤ **Cost Proposal**

- The total budget for this engagement is **\$30,000**. Proposals should include a breakdown of how the contractor would allocate the budget across services (e.g., strategy, implementation, reporting).

➤ **References**

- Provide three client references for similar projects, including organization, name, email address, and phone number for each.

VII. EVALUATION FACTORS FOR AWARD

In considering proposals, Academy of Hope Adult PCS will make a best-value determination. Award will be made to the applicant that conforms to the RFP's requirements and is judged to represent the best value to Academy of Hope. Best value is defined as the proposal that presents the best overall value to Academy of Hope Adult PCS, cost and other factors considered, and which presents the most advantageous offer. Such offer may not necessarily be the proposal offering the lowest cost or receiving the highest technical rating.

Academy of Hope Adult PCS will evaluate proposals based on a number of criteria, including:

- i. How well the vendor demonstrates an understanding of Academy of Hope's needs and its ability to meet those needs
- ii. The vendor's commitment to AoH's Racial Equity, Diversity and Inclusion values
- iii. The overall business model and its match to Academy of Hope's needs
- iv. Corporate experience with similar sized nonprofits
- v. Prior performance in similar engagements.
- vi. Price