



State Wildlife Website Audit Request for Proposal

About Us

The Archery Trade Association (ATA) is the organization for manufacturers, retailers, distributors, sales representatives and others working in the archery and bowhunting industry. The ATA has served its members since 1953. We work to increase the recruitment and retention of new, current and once-active archers and bowhunters. We are the driving force in defending, educating, and lobbying for the greater good of the industry and sport. We preserve and promote archery and bowhunting's rich heritage to ensure active consumer participation, and successful manufacturing and retailing for generations to come. The organization also owns and operates the ATA Trade Show, the archery and bowhunting industry's largest and longest-running trade show worldwide.

We exist to inspire growth, increase participation and preserve the sports of archery and bowhunting.

Project Overview

We would like to provide each state wildlife agency a website performance assessment based on set parameters established between the ATA and contracted auditing company, including mobile-compatibility and mobile app usability, and provide a full report that includes a suite of best management practices, individual state assessments and suggestions of improvements.

Parameters of focus examples include functionality and complexities to obtaining hunting/bowhunting licenses and permits, finding bowhunting regulation guidelines, listing of archery-based education requirements, public land access listing, harvest and participation reporting, and directory of public archery ranges and locations.

Project Begin Date: January 2024
Project Completion Date: December 2024
Project Budget: **Negotiable**

Request for Proposal Guidelines

Your proposal should follow the format below:

- Executive summary
- Background information about your business
- Familiarity working with state agencies
- Note relevant experience that would help you deliver our project
- Proposed services or deliverables
- Detailed list of recommended parameters to be assessed
- Detailed pricing
- Note fixed price for the project with an itemized costing. Also, note the number of hours you expect the project to take.

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- References
- Include name, contact details and website URLs for at three previous clients.
- Any terms and conditions for working with you

Proposals in PDF format must be submitted to Nicole Nash and Jennifer Mazur by Friday, April 14, 2023 via email at nicolenash@archerytrade.org and jennifermazur@archerytrade.org.

If you have further questions, please feel free to contact Nicole at 502-640-0944.

Website Audit Requirements

You would be responsible for the following tasks for this project:

- Identifying evaluation parameters to efficiently audit each website with ATA staff. These should include but are not limited to:
 - Overall navigability
 - Ease of use/intuitive
 - Load speed
 - Content gap opportunities
- Evaluate all 50 state wildlife agency websites, mobile versions and mobile apps (if applicable)
- Provide a detailed report based on findings to ATA that includes best management practices
- Provide individual state assessments
- Include suggestions of improvement and accessibility based on results
- Testing and quality assurance
- Training to help ATA become familiar with the evaluation auditing process

Final Deliverable List

- Executive Summary of Project and Findings
- Best Management Practices guidelines for wildlife agency websites, mobile versions and mobile apps
- 50 detailed state reports per state inclusive of top performers and key areas of improvement

Selection Criteria

The Archery Trade Association will evaluate the proposals based on the following criteria:

- Responsiveness to the required outlined in this RFP
- Relevant past experience and performance
- Samples of your work
- Testimonials from past clients
- Quoted cost of the project

The ATA reserves the right to award the contract to the vendor that represents the best value to the business, as determined by the Archery Trade Association.