Request for Proposal Q01132
Search Engine Optimization (SEO) Platform Solution
Addendum #1
November 16, 2023

All changes to the Request for Proposal (RFP) are valid only if they are issued by written addendum. Each respondent must acknowledge receipt of any addenda in their proposal submission. Each respondent, by acknowledging receipt of any addenda, is responsible for the contents of the addenda and any changes to the proposal therein. Failure to acknowledge receipt of any addenda may cause the proposal to be rejected. If any language or figures contained in this addendum are in conflict with the original document this addendum shall prevail.

This addendum consists of the following questions received:

1. Whether companies from Outside USA can apply for this? (like from India or Canada)
    Response: The College will evaluate any proposal received; however, management staff from the offsite location must be available to meet onsite with Harper staff when needed.

2. Whether we need to come over there for meetings?
    Response: Yes. In addition, if selected as a finalist during the evaluation period an on-site oral interview is mandatory if requested.

3. Can we perform the tasks (related to RFP) outside the USA? (like, from India or Canada)
    Response: The College will evaluate any proposal received; however, management staff from the offsite location must be available to meet onsite with Harper staff when needed.

4. Can we submit the proposals via email?
    Response: We only accept proposals in hard copies, and it needs to be delivered to us by December 7, 2023, at 2:00 p.m. Central Time as indicated in the RFP documents.

5. What are your requirements?
    Response: All requirements are outlined in the "Scope of Work" outlined in the RFP document.

6. What are you trying to solve with AccuRanker?
    Response: Harper College does not currently use AccuRanker. The College is seeking to improve the performance of its Website in Google search and other search engines. We are looking for any solution that will collect, aggregate, report, make recommendations as well as track and report on the successes of those recommendations. More detail regarding our requirements can be found in the "Scope of Work" section of the RFP document.

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7. What are the requirements for the count of keywords tracked?
   Response: Harper College does not currently track specific keywords, and no specific number is outlined in the RFP.

8. What budgets are you looking into?
   Response: The College is not sharing the amount of the budget at this time.

Sincerely,

Karen McCoy
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