



REQUEST FOR PROPOSALS

Statewide Website Design, Development, Digital Strategy & Ongoing Support: WBC Keystone Network

Issued By: Women's Business Enterprise Center-East (WBEC-East)

RFP Title: ***WBC Keystone Network*** - Statewide Website Design, Development, Digital Strategy & Ongoing Support

RFP Number: WBEC-EAST-2026-WEB-01

Issue Date: 23 September 2026

Questions Due: 30 September 2026

Proposal Due: 7 October 2026

Anticipated Selection: 13 October 2026

Anticipated Contract Start: 15 October 2026

Target Website Launch: 16 November 2026

1. INTRODUCTION

The **Women's Business Enterprise Center-East (WBEC-East)** invites qualified firms to submit proposals for the design of a statewide website, connecting multiple Commonwealth of Pennsylvania based business development services and programs. The project includes the development, launch, and ongoing support of this Statewide website.

WBEC-East has been selected by the Small Business Administration to serve as the LEAD CENTER for a comprehensive project that will extend typical Women's Business Center programming across the Commonwealth, both digitally and in person, specifically targeting rural areas. To accomplish this, WBEC-East will be creating the **WBC Keystone Network** which will include other Women's Business Centers, SBDCs, community resources, non-profit, educational institutions and for-profit organizations to create and collate resources for entrepreneurs, new business starts and scaling businesses. It is important to note that services are gender focused but NOT gender exclusive.

WBEC-East seeks a strategic digital partner—not simply a website developer—to create a modern, accessible, engaging, secure, and sustainable digital platform that introduces and advances the WBC Keystone Network grant's mission and strengthens engagement with entrepreneurs, women-owned businesses, corporations, government and community partners, sponsors, donors, and other stakeholders.

The new website should position the WBC Keystone Network for continued growth while making it easier for visitors to understand **who the WBC Keystone Network serves, what it offers, the impact it creates, and how they can engage with the network.**

2. ABOUT WBEC-EAST

WBEC-East is a nonprofit organization serving entrepreneurs and business owners across **Pennsylvania, Delaware, and South Jersey.**

The organization supports the growth and development of businesses through programs, education, resources, networking, certification-related services, corporate engagement, and other initiatives designed to strengthen opportunities for entrepreneurs and business owners.

WBEC-East also serves as a connector among entrepreneurs, corporations, government, community organizations, and other stakeholders.

3. PROJECT VISION

WBEC-East envisions a WBC Keystone Network website that serves as a **strategic digital hub.**

The new platform should:

- Clearly communicate the WBC Keystone Network mission and opportunities.
 - Make programs and services easy to discover.
 - Increase participation in programs and events.
 - Strengthen connections between entrepreneurs and partners.
 - Promote women-owned and small businesses and entrepreneurship.
 - Showcase organizational impact and success stories.
 - Improve access to resources and educational opportunities.
 - Create the organization's digital brand.
 - Improve search engine visibility.
 - Enable staff to manage content efficiently.
 - Provide a flexible platform that can grow with the WBC Keystone Network.
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4. PROJECT OBJECTIVES

The primary objectives of this project are to:

4.1 Introduce the WBC Keystone Network

Develop a website that reflects the WBC Keystone Network as a credible, contemporary, mission-driven network serving entrepreneurs and business communities throughout the Commonwealth.

4.2 Create a Positive User Experience

Create clear pathways for different audiences to quickly identify relevant information and take action. Must include accessibility options for all audiences.

4.3 Create and Increase Engagement

Increase engagement with:

- Entrepreneurs
- Women-owned businesses
- Certified businesses
- Community partners
- Program participants
- Event attendees
- Volunteers
- Media
- General public

4.4 Increase Conversions

The website should encourage visitors to take measurable actions, including:

- Register for an event
- Apply for or learn about programs offered by multiple partner organizations
- Participate in programs
- Access resources
- Join an email list
- Request information
- Connect with the WBC Keystone Network
- Participate in educational opportunities

5. PRIMARY AUDIENCES

The selected vendor will work with WBEC-East to develop user journeys for its primary audiences.

Entrepreneurs & Business Owners

Visitors seeking:

- Business resources
- Certification information
- Education
- Training
- Mentoring
- Networking

- Events
- Business opportunities
- Growth resources
- Connections with economic development organizations

Community & Economic Development Partners

Organizations seeking collaboration, programming, resources, or community impact opportunities.

General Public

Visitors seeking information about the WBC Keystone Network its mission, events, programs, and impact.

6. SCOPE OF WORK

The selected firm will be responsible for the strategy, design, development, testing, launch, and initial support of the new WBC Keystone Network website.

The scope should include, at minimum:

1. Discovery and strategic planning
2. Website audit
3. Audience/user research
4. Information architecture
5. Sitemap development
6. Content strategy
7. Content creation
8. Website development
9. CMS implementation
10. Accessibility
11. Search engine optimization
12. Analytics
13. Third-party integrations
14. Security
15. Testing
16. Staff training
17. Website launch
18. Post-launch support
19. Optional ongoing maintenance

7. DISCOVERY & STRATEGY

The selected firm will conduct a structured discovery process with WBEC-East leadership and designated staff.

Discovery should address:

- Organizational goals
- Strategic priorities
- Audiences
- User needs
- Proposed content
- Programs and services
- Events
- Communications
- SEO
- Technology
- Analytics
- Accessibility
- Integration requirements

The vendor should identify opportunities to use the website as a tool for **engagement, program participation, partnership development, and organizational visibility**.

8. INFORMATION ARCHITECTURE

The vendor will develop an intuitive site architecture that enables users to find information quickly.

Deliverables should include:

- Recommended sitemap
- Navigation structure
- User journeys
- Audience pathways
- Page hierarchy
- Calls-to-action
- Search strategy
- Mobile navigation

9. WEBSITE DESIGN

The new website should present a modern, professional, welcoming, and mission-driven visual identity. Design should incorporate:

- Strong visual storytelling
- Photography
- Video
- Testimonials
- Success stories
- Impact information

- Clear calls-to-action
- Accessible design principles

The vendor should provide design concepts for review before development.

Design deliverables should include:

- Homepage
- Primary landing pages
- Interior page templates
- Program pages
- Event pages
- Calendar functionality
- Resource pages
- News/blog pages
- Contact forms
- Mobile/tablet layouts

10. PROGRAMS & SERVICES

The website should provide a clear and scalable structure for the WBC Keystone Network programs and services. Please note: These partner organizations and their programs/services are in process and will grow as development of the WBC Keystone Network starts and then continues to expand.

Each program/service should have the ability to include:

- Program description
- Eligibility
- Benefits
- Dates
- Program contacts
- FAQs
- Resources
- Calls-to-action

The system should allow WBEC-East staff to add, modify, archive, and reorganize programs without requiring developer assistance.

11. EVENTS

The website should provide a robust event experience.

Required functionality should include:

- Event calendar
- Event listings
- Individual event pages
- Registration integration
- Payment integration where applicable
- Speaker information
- Event descriptions
- Past-event archive

The website should make it easy for users to discover upcoming events.

12. RESOURCE LIBRARY

WBEC-East should have the ability to create and manage a centralized resource library.

Resources may include:

- Reports
- Guides
- Articles
- Videos
- Toolkits
- Educational materials
- Publications
- News
- Success stories

The resource library should support categories, search, filtering, tagging, and downloadable content.

13. CONTENT MANAGEMENT SYSTEM

WBEC-East requires a CMS that allows authorized staff to independently manage website content.

The CMS should support:

- Pages
- Programs
- Events
- Resources
- News
- Forms
- Images
- Video
- Documents

- SEO metadata
- Redirects
- User permissions
- Analytics
- Accessibility

The vendor must explain:

1. Recommended CMS
2. Rationale for selection
3. Licensing costs
4. Hosting requirements
5. Maintenance requirements
6. Security requirements
7. Staff usability
8. Scalability

14. ACCESSIBILITY

Accessibility is a core requirement of this project.

The vendor should conduct accessibility testing prior to launch and provide documentation of the results.

15. SEARCH ENGINE OPTIMIZATION

SEO should be incorporated into the website from the beginning of the project. Project completion should include a user-friendly accessible SEO framework to be used ongoing by WBEC-East.

The vendor should provide:

- Technical SEO
- Keyword strategy
- Metadata
- Search-friendly URLs
- Structured content
- Schema markup where appropriate
- XML sitemap
- Robots.txt
- Redirect strategy
- Image optimization
- Internal linking
- Google Search Console
- Analytics

16. ANALYTICS & PERFORMANCE MEASUREMENT

The new website should provide WBEC-East with meaningful information about digital engagement.

The vendor should configure appropriate analytics and tracking for:

- Website traffic
- Audience behavior
- Event registrations
- Form submissions
- Program inquiries
- Newsletter subscriptions
- Downloads
- Key calls-to-action

The vendor should recommend a website KPI dashboard for ongoing use by WBEC-East.

17. CRM & THIRD-PARTY INTEGRATIONS

The proposal should identify experience integrating websites with:

- CRM systems
- Email marketing platforms
- Event registration systems
- Payment processors
- Marketing automation
- Google Analytics
- Google Search Console
- Social media
- Video platforms

18. SECURITY & DATA PROTECTION

The website must incorporate industry-standard security practices.

The vendor should describe:

- SSL/HTTPS
- Hosting security
- Backups
- Disaster recovery
- Software updates
- Plugin management

- Malware protection
- User permissions
- Password policies
- Form security
- Data protection
- Security monitoring
- Incident response

19. MOBILE & WEBSITE PERFORMANCE

The website must provide an excellent experience across:

- Desktop
- Tablet
- Mobile devices

The vendor should address:

- Page speed
- Image optimization
- Core Web Vitals
- Mobile usability
- Browser compatibility
- Accessibility
- Performance monitoring

20. HOSTING

Vendors should provide hosting recommendations and pricing.

Proposals should identify:

- Hosting environment
- Annual cost
- Security
- Backup frequency
- Uptime expectations
- Disaster recovery
- Scalability
- Technical support
- Maintenance responsibilities

WBEC-East should retain appropriate administrative ownership and access to its domain, website, hosting environment, and website data. All ownership and access rights will belong to WBEC-East. WBEC-East will have full maintenance access for content creation, editing, page lay-out and related items.

21. TRAINING

The selected vendor will provide comprehensive training to designated WBEC-East staff.

Training should include:

- Page editing
- Content publishing
- Program management
- Event management
- Resource management
- Forms
- Images
- Navigation
- SEO
- Accessibility
- Analytics
- User permissions
- Basic troubleshooting

Training materials should be provided for future staff reference.

22. POST-LAUNCH SUPPORT

The vendor should provide a minimum **90-day post-launch support period**.

The proposal should identify:

- Included support
- Response times
- Bug fixes
- Technical support
- Content support
- Security updates
- Performance monitoring

Vendors should also provide optional ongoing support/maintenance packages.

23. PROJECT MANAGEMENT

The selected vendor must assign a dedicated project manager.

The anticipated project phases are:

Phase	Deliverable
1	Discovery
2	Website Design Options
3	Strategy
4	Information Architecture
5	Sitemap
6	Wireframes
7	Visual Design
8	Content Strategy/Migration
9	Development
10	Integrations
11	Testing
12	Accessibility & SEO Review
13	Staff Training
14	Launch
15	Post-Launch Support

The vendor should identify its recommended timeline and dependencies.

24. PROPOSED TIMELINE

WBEC-East anticipates the following schedule:

Milestone	Date
RFP Released	09-23-2026
Vendor Questions Due	09-30-2026
Proposals Due	10-07-2026
Evaluation	10-11-2026
Vendor Interviews	10-12-2026
Selection	10-13-2026
Project Kickoff	TBD
Discovery	TBD
Design	TBD
Development	TBD
Testing	TBD
Training	TBD
Launch	11-16-2026

WBEC-East welcomes vendors to propose an alternative timeline based on their recommended methodology and to identify appropriate dates for Kick-Off through Training. Please note: When a grant is released by the SBA there is an expectation of immediate/quick implementation. WBEC-East recognizes this is an aggressive schedule and would like to work with a collaborative website design partner who is able to be responsive to this situation.

25. BUDGET & PRICING

Vendors must provide detailed pricing.

One-Time Costs

- Discovery
- Strategy
- UX
- Design
- Development
- Content strategy
- Content creation
- Copywriting
- SEO
- Accessibility
- Integrations
- Testing
- Training
- Launch

Recurring Costs

- Hosting
- Maintenance
- Licensing
- Security
- Support
- Analytics
- Other required services

Optional Services

Please separately identify any recommended services that are not included in the base proposal.

All third-party costs must be clearly identified.

26. VENDOR QUALIFICATIONS

Proposers should demonstrate:

- At least five years of relevant experience, preferably with nonprofit organizations.
- Experience designing and developing mission-driven websites.
- Demonstrated accessibility expertise.
- Demonstrated SEO expertise.
- CMS expertise.
- Experience with CRM and third-party integrations.
- Experience with event and fundraising functionality.
- Strong project management capabilities.
- Experience supporting organizations with multiple audiences.

27. RELEVANT EXPERIENCE

Provide at least **three comparable projects** completed within the past five years. For each project, provide:

- Client
- Organization type
- Project scope
- Services provided
- CMS
- Integrations
- Timeline
- Approximate budget
- Launch date
- URL
- Reference contact

At least one example should demonstrate experience with a nonprofit, economic-development organization, entrepreneurship organization, or similar mission-driven entity.

28. PROJECT TEAM

Identify all personnel who will participate in the project. Include:

- Name
- Title
- Role
- Relevant experience

- Responsibilities
- Estimated percentage of project involvement

WBEC-East expects the proposed project team to remain substantially consistent throughout the engagement.

29. REFERENCES

Provide at least three references for comparable projects. References should include:

- Organization
- Contact
- Title
- Email
- Phone
- Project
- Year completed

WBEC-East reserves the right to contact references.

30. PROPOSAL EVALUATION

Proposals will be evaluated based on the following criteria:

Evaluation Criteria	Weight
Understanding of WBC Keystone Network	15%
Proposed strategy and methodology	15%
User experience and design	15%
Technical capabilities and CMS	15%
Accessibility, SEO, security and performance	10%
Relevant nonprofit/entrepreneurship experience	10%
Project management and team	10%
Cost and overall value	10%
Total	100%

The evaluation criteria are intended to provide a framework for proposal review. WBEC-East reserves the right to request clarification, conduct interviews, or seek demonstrations before making a final selection.

31. REQUIRED PROPOSAL FORMAT

To facilitate consistent evaluation, proposals should be organized as follows:

1. Executive Summary
2. Understanding of WBEC-East
3. Technical Proposal
4. Detailed Budget

32. OWNERSHIP & INTELLECTUAL PROPERTY

All final website content, designs, configurations, data, and deliverables specifically created for WBEC-East under the contract shall be owned by WBEC-East upon payment, subject to clearly identified third-party licenses and intellectual-property restrictions.

The agreement should clearly establish WBEC-East's ownership and administrative access to:

- Domain name
- Website
- CMS
- Website content
- Design files
- Source code
- Website data
- Analytics accounts
- Search Console
- Hosting account
- Third-party accounts established specifically for WBEC-East

The vendor may not restrict WBEC-East's ability to transition to another provider at the conclusion of the engagement.

33. CONFIDENTIALITY & DATA PROTECTION

The selected vendor may receive access to confidential organizational, business, partner, program participant, or other information.

The vendor must maintain appropriate confidentiality and data-security practices and comply with applicable laws and contractual requirements.

34. INSURANCE

The selected vendor may be required to provide evidence of appropriate insurance coverage, including, as applicable:

- General liability
- Professional liability/errors and omissions
- Cyber liability
- Workers' compensation

Specific requirements will be established during contract negotiations.

35. CONTRACT TERMS

The final agreement will address, at minimum:

- Scope of services
- Deliverables
- Fees
- Payment schedule
- Timeline
- Change orders
- Intellectual property
- Confidentiality
- Data security
- Insurance
- Warranties
- Indemnification
- Termination
- Dispute resolution
- Post-launch support
- Transition assistance

36. RESERVATION OF RIGHTS

WBEC-East reserves the right to:

- Reject any or all proposals.
- Request additional information.
- Request demonstrations or presentations.
- Conduct interviews.
- Negotiate with one or more vendors.
- Modify the scope of work.

- Modify the RFP schedule.
- Cancel the RFP.
- Select a vendor whose proposal WBEC-East determines best meets the grant requirements.

Issuance of this RFP does not constitute a commitment to award a contract.

37. SUBMISSION REQUIREMENTS

Electronic proposals should be submitted in PDF format to:

Colleen LaCoss
WBC Director
Women's Business Enterprise Center-East (WBEC-East)
Email: clacoss@wbeceast.com

Subject: WBC Keystone Network Website RFP Response

Proposal Deadline: October 17, 2026

Late submissions will not be considered.

38. DESIRED FUTURE STATE

WBEC-East seeks a long-term digital partner capable of helping the organization evolve its website as its mission, programs, audiences, technology, and strategic priorities evolve.

The successful website should enable the WBC Keystone Network to:

Attract → Inform → Engage → Connect → Convert → Measure → Grow

The website should become a central platform for:

- Entrepreneur engagement
- Certification awareness
- Program participation
- Event registration
- Resource distribution
- Community engagement
- Network visibility

The successful vendor will combine **strategic thinking, strong user experience, compelling design, technical expertise, accessibility, security, and nonprofit understanding** to create a digital platform that serves the WBC Keystone Network today while providing a foundation for future growth.