**Website specification for:**

[WholegrainGoodness.com](http://www.wholegraingoodness.com/)

[AllAboutOats.com](http://www.allaboutoats.com/)

[RapeseedOilBenefits.com](http://www.rapeseedoilbenefits.com/)

To include:

* Content management system (CMS)
* Website architecture
* Design
* Build/Development
* SEO support
* Google Analytics support
* Hosting and domain management
* Maintenance and support

Table of Contents

[1 Timeline 3](#_Toc433637612)

[2 Contract duration 3](#_Toc433637613)

[3 Budget 3](#_Toc433637614)

[4 Introduction 4](#_Toc433637615)

[4.1 AHDB Cereals & Oilseeds 4](#_Toc433637616)

[4.2 Project background 4](#_Toc433637617)

[4.3 Social media platforms 4](#_Toc433637618)

[4.4 Goals 4](#_Toc433637619)

[4.5 Target audience 5](#_Toc433637620)

[4.5.1 Influencers 5](#_Toc433637621)

[4.6 2015-16 campaign 5](#_Toc433637622)

[4.7 IMPORTANT: European state aid legislation 6](#_Toc433637623)

[5 Service requirements 6](#_Toc433637624)

[5.1 Content Management System (CMS) 6](#_Toc433637625)

[5.2 Website architecture 7](#_Toc433637626)

[5.2.1 All About Oats removal 7](#_Toc433637627)

[5.2.2 Duplication reduced 8](#_Toc433637628)

[5.3 Design 8](#_Toc433637629)

[5.3.1 Responsive design 8](#_Toc433637630)

[5.3.2 Cross browser compatibility 8](#_Toc433637631)

[5.3.3 Visual and user interface (UI) design 8](#_Toc433637632)

[5.3.4 Templates 9](#_Toc433637633)

[5.4 Key functions/deliverables desired 9](#_Toc433637634)

[5.4.1 Email and CRM 10](#_Toc433637635)

[5.5 SEO support 10](#_Toc433637636)

[5.6 Google Analytics support 10](#_Toc433637637)

[5.7 Hosting and domain management 10](#_Toc433637638)

[5.8 Maintenance and support 11](#_Toc433637639)

[6 Legals and specifics 11](#_Toc433637640)

[7 Submission requirements 11](#_Toc433637641)

[8 Terms and conditions of participation 12](#_Toc433637642)

[9 Supporting Documents 12](#_Toc433637643)

# Timeline

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| --- | --- |
| **Procurement Milestone** | **Date** |
| Brief circulated(Any questions to Donna.Neary@ahdb.org.uk) | Tue 27 October 2015 |
| **Proposals submitted****(electronically & print ready)** | **Tue 17 November 2015** |
| Agency contract awarded | By Mon 30 November 2015 |
| Kick-off meeting at Stoneleigh Park | Week commencing 30 November 2015 |
| **Project Milestone** | **Date (to be agreed)** |
| Scope of work and ways of working agreed between supplier and AHDB | Week 1 |
| CMS and website blueprint agreed | Week 2 |
| Design agreed | Week 3 |
| Website and CMS set up, content populated and cross browser testing complete | Week 6 |
| Universal Google Analytics set up & reporting correctly | Week 7 |
| Final rigorous checks | Week 7 |
| Site live – soft launch and last minute checks | Week 8 |
| Site live – hard launch: publicised | Week 8 |

# Contract duration

The contract will commence on the appointment of the successful agency and will run for two years.

There will be the potential to extend the contact for up to 2 years in any combination of time period.

# Budget

The budget for this contract is as follows:

* **Years 1 and 2** – up to approximately £30,000 in total
* **Optional extension** – up to approximately £20,000 in total

To include content management system costs and set up, website architecture, design, build/development, SEO support, Google Analytics support, hosting, domain management, maintenance and support.

Note: any expenses claimable under this contract must be in line with AHDB’s Expenses Policy (to be provided separately to the successful agency).

# Introduction

## AHDB Cereals & Oilseeds

[AHDB Cereals & Oilseeds](http://cereals.ahdb.org.uk) is a division of [AHDB](http://www.ahdb.org.uk/) (the Agriculture and Horticulture Development Board). Its purpose is to improve the production and marketing of cereals and oilseeds through factual, evidence-based advice, information and activity. It is funded by a statutory levy paid by farmers, growers and processors. Work delivered includes research and development, knowledge transfer, business improvement, market intelligence, export market development and consumer marketing.

* **Vision** – to create a vibrant UK arable supply chain where all are able to profit from a sustainable sector
* **Mission** – to deliver a world-class UK arable industry through independence, innovation and investment
* **Marketing goal** – to drive demand for cereal and oilseed products.

## Project background

This specification is in relation to the websites for three, not-for-profit, AHDB Cereals & Oilseeds consumer marketing campaigns:

* [Wholegrain Goodness](http://www.wholegraingoodness.com)
* [All About Oats](http://www.allaboutoats.com)
* [Rapeseed Oil Benefits](http://www.rapeseedoilbenefits.com)

As you see, we have three web domains but they are presented as one website, to enable efficiencies and improve cross-promotion.

Historically, these campaigns have been more traditional, media-led PR and recipe marketing campaigns. We now want to move towards an online Content Marketing strategy with the website at the hub, so need to optimise the website for this purpose, which has not been updated since 2012.

We have identified that it will be more cost-effective and practical to rebuild the site rather than to update the current system (although let us know if you disagree).

## Social media platforms

For your information, listed here are the associated social media platforms currently live for the campaigns:

* Twitter: [www.twitter.com/WhyWholegrain](http://www.twitter.com/WhyWholegrain)
* You Tube: [www.youtube.com/HGCAWholegrain](http://www.youtube.com/HGCAWholegrain)

## Goals

We aim to achieve the following:

* **Campaigns** – the goals for the campaigns are to increase consumer awareness of the nutritional and culinary benefits of wholegrains (such as whole-wheat and oats) and rapeseed oil as part of a healthy balanced diet, and to inspire people to use these ingredients in their everyday cooking; to help drive demand for these cereal and oilseed products.
* **Website** – the goals for this website project are to improve audience reach and engagement with the campaigns via the website and social platforms and then to continue improving results year on year.

Specific website and social reach and engagement metrics are to be decided and employed with your help.

For your information, past website traffic volumes (using standard Google Analytics): 2013-14 89,480 sessions, 86% new visitors. 2014-15 173,575 sessions, 88% new visitors.

## Target audience

We plan to reach and engage ‘foodies online’ – that is those people who have an interest in food and who are receptive to and engage with food content online.

In general, insight tells us that consumption decisions are largely driven by enjoyment (taste, quality, experience), cost (price, value), convenience (time, practicality, cooking performance) and health and nutrition (including allergy and intolerance); and that for a variety of reasons people are often confused about the latter. Another influential factor is provenance (British, local, quality, traceable, trust, transparency).

We have segmented our target audience as follows:

* **Connoisseur foodie** – passionate and knowledgeable about food; especially regarding taste, quality and provenance. Spend more time and money on preparing food than the average person. Likely to be within the AB socio-economic group but of any age or gender. They will likely support small and artisan producers. They have a need to be inspired and will have a keen interest in new ingredients, cuisines and the work of high end chefs. They will enjoy impressing friends and family with their food choices and knowledge.
* **Mass-market foodie** – love food but are less informed than the connoisseur. Taste and enjoyment matter to this audience, however their lifestyle will usually mean their needs are influenced by cost and convenience. They are likely to be regular shoppers of premium ranges at grocery stores. And they will likely watch mainstream TV shows like Bake Off, attend food shows like BBC Good Food and follow mainstream celebrity TV chefs.
* **Family foodie** – as with the other segments, they share an interest and love of food but their family responsibilities will influence how they engage with food. Of all the audiences they are likely to be the most time and cash poor and their food choices will be dictated to by family preferences and needs. They (and it is usually women who control the family diet) feel guilty if they are not providing food the family likes and will worry that the food they are providing is not nutritious.

### Influencers

We plan to partner with influential third party channels that have proven audience engagement with food content and to encourage influential campaign ambassadors such as celeb chefs, dietitians/nutritionists, journalists, food bloggers/vloggers and food brands to create and/or promote new and engaging content.

## 2015-16 campaign

As mentioned in the introduction, historically, these campaigns have been more traditional, media-led PR and recipe marketing campaigns, but from 2015 an online content marketing strategy will begin to be implemented with the goal of improving audience reach and engagement via the website and social media platforms year on year.

An overarching key message, ‘surprisingly good’ (e.g. ‘Eating healthily can be surprisingly good!’, ‘Wholegrains/Rapeseed oil are/is surprisingly good!’), has been employed, based on insight from activity with Mumsnet.com, a popular social network for parents, where participants frequently commented on their surprise at how good these ingredients are for various reasons.

Also:

* **#GetWithTheGrain** (‘inspire or be inspired’) – is being used to inspire foodies to use wholegrains and to associate them with what is cool and edgy in the world of food, to help dispel its brown and boring image and combat the trend of cutting carbs and gluten.
* **#MakeTheSwitch** – is being used to promote the not widely known benefits of rapeseed oil, such as the fact that it has less saturated fat than all other cooking oils and fat, and to inspire foodies to use it instead of the currently more popular olive and sunflower oils.

## IMPORTANT: European state aid legislation

AHDB is subject to European state aid legislation which means AHDB activities are not permitted to give any undue advantages to commercial organisations. AHDB is also not permitted to promote ‘British’ or ‘regionality’ as a concept e.g. ‘Best of British’ or ‘Buy local’. Any proposals which ignore these rules will not be considered by AHDB.

# Service requirements

We require you to build and develop a new and improved, fully responsive website, accessible, HTTP2 optimal and compliant with the latest coding standards (HTML5, CSS3), to take over from the current website.

We need it to be designed as a publishing platform that will support our content marketing strategy, so will need social sharing functionality/integration, moderated commenting, newsletter sign up pop-ups/triggers etc. What follows is a list of requirements, however we welcome advice and new ideas:

## Content Management System (CMS)

The current website was developed in 2012 and uses Umbraco version 4.7, a .NET-based open source CMS. This version lacks the functionality we now seek, and as mentioned in the intro, we have identified that it will be more cost-effective and practical to rebuild the site rather than to update the current system (although let us know if you disagree).

We will need to understand how the changeover of systems will be managed to mitigate challenges from content population, to SEO (e.g. 301 redirects, 404 errors etc.), to analytics. And we require admin and development rights so that we have the option to develop in-house.

Ideally, we seek a website and CMS that fulfils the following list of desired traits and features:

* Cost-efficient
* Future-proof and reliable e.g. unlikely to be terminated
* Front and back end cross browser compatibility, desktop and mobile; with automatic updates to maintain compatibility with modern browsers
* Secure
* Speedy – instant/fast load times
* Features/Functionality that enables significant in-house autonomy and control
* Excellent, intuitive usability e.g. drag & drop, one-click site updates, content sheduler
* Fast, high quality issue resolution and support (open source or proprietary)
* Inbuilt SEO functionality e.g. unique, auto-generated, keyword-rich 60-70 character page titles and 155 character meta descriptions; one unique, auto-generated, keyword-rich H1 tag per page; images and links to have unique, auto-generated, keyword-rich alt tags and title tags; language tags added etc.
* Branded, search-engine friendly, short vanity URLs e.g. [www.example.com/keyword-rich-page-title](http://www.example.com/keyword-rich-page-title)
* Excellent interaction with social, email and SMS platforms
* Recipe management
* Efficient asset storage and management
* Automated image sizing and cropping
* Preview functionality
* User accounts and permissions control
* Forms and workflows tool: for resource orders, competition entries and email sign ups; data to be editable and exportable
* Rollback functionality

## Website architecture

We require the current site maps and content to be reviewed and a new website blueprint agreed to remove duplication for SEO, set an internal linking strategy, and improve user experience, navigation and usability (e.g. sleek menus, shallow 3-click site etc.).

The current top level site map is as follows:

* Campaign tabs:
	+ Wholegrain Goodness
	+ All About Oats
	+ Rapeseed Oil Benefits
* Main menu/navigation tabs:
	+ Home
	+ About us
	+ Guide to…
	+ Recipes…
	+ News
	+ Get recipe booklet
* Footer:
	+ Quick links – includes links to the site map and to legals and specifics, as well as an ‘About us’ and ‘Contact us’ page
	+ Get news alerts – with a link to the sign up form
	+ AHDB Cereals & Oilseeds logo, description, website link and copyright mark

The current, detailed site map for WholegrainGoodness.com can be found here:

* <http://www.wholegraingoodness.com/site-map.aspx>

In general, this is mirrored by the other domains:

* <http://www.allaboutoats.com/site-map.aspx>
* <http://www.rapeseedoilbenefits.com/site-map.aspx>

### All About Oats removal

As a result of reduced funding and as oats are actually a wholegrain, we’d like to remove the ‘All About Oats’ section and encompass its content into the Wholegrain Goodness website.

We will need any implications of this action to be considered, presented and resolutions offered (e.g. How would we redirect All About Oats traffic to ensure it is not lost and how will these redirects be easily understood by returning visitors? etc.).

### Duplication reduced

The ‘News’ (which is effectively where most new content will be added and may need re-naming) and ‘Recipes’ sections of the websites are currently duplicated across the three domains but this presents challenges in terms of SEO (duplicate content), usability and CMS practicality. Ideally we would like to streamline this.

Below are other pages we would also like to reduce duplication for if possible:

* About Us
* Get news alerts (email templates are currently triple branded)
* Get recipe booklet
* Contact us
* Legals and specifics (e.g. Privacy and cookies)

We will need any implications of these actions to be considered, presented and resolutions offered (e.g. How will we brand/style a shared area, what domain should we use in different scenarios, how will SEO challenges be mitigated?).

## Design

As previously mentioned, we need the website to be designed as a publishing platform that will support our content marketing strategy, so will need social sharing functionality/integration, moderated commenting, newsletter sign up pop-ups/triggers etc.

We like the current look of the website as it is simple, has clean lines, is consistent and the photography stands out. But it needs updating and the current font size is too small.

**NOTE:** On completion, we will need you to update our Style Guide (document to be provided separately).

### Responsive design

The current website is not mobile friendly, but following Google’s update in relation to this, we now want a responsive design, as over 60% of our traffic comes from mobile and tablet devices.

### Cross browser compatibility

We are also looking for excellent cross browser compatibility; for desktop and mobile devices. Please note: Flash is to be avoided.

### Visual and user interface (UI) design

In terms of the visual design, we like minimalist that showcases our photography / videography / graphics and makes good use of white space. We want to retain the logos and colour palettes as we want our brand/style to be recognisable.

We want to clearly communicate our website proposition (i.e. what the website is about and how it can add value to the user). And we want to optimise the button design for the call-to-action button at the top of each page to improve conversions; and change it from ‘Get news alerts’ to the ‘Get free recipe booklet’ form (which has an opt-in radio button to receive email). Note: the ‘Get news alerts’ link is to remain in the footer.

In terms of user interface (UI) design, we would like it to be simple, efficient and adhering to best practice. We are looking to improve user experience with excellent usability (logo navigating to the homepage, breadcrumbs, recognised mobile menu icons etc.).

We are also looking to improve SEO and promote content sharing, for as mentioned in the introduction, improving audience reach and engagement are the goals for this project.

In case it helps, I’ve listed below some themes we find attractive and we like image grid and masonry (Pinterest) style layouts, video backgrounds and scrolling style websites:

* <https://appetitedemo.wordpress.com/>
* <https://maishademo.wordpress.com/>
* <http://haintheme.com/themeswitcher/?theme=culinier>
* <http://demo.goodlayers.com/?theme=recibo>

### Templates

There are currently five templates, which are:

* [Homepage](http://www.wholegraingoodness.com)
* [General content page](http://www.wholegraingoodness.com/guide-to-wholegrain/identifying-wholegrain) (with a little flexibility/options on the page layout)
* [Recipes landing page](http://www.wholegraingoodness.com/recipes-wholegrain)
* [Recipe search results page](http://www.wholegraingoodness.com/recipes-wholegrain/recipe-search?txtRecipeSearch=oat&drpCourse=Any&drpCookTime=Any&drpServingCost=Any&drpDietary=Any)
* [Recipe page](http://www.wholegraingoodness.com/recipes-wholegrain/flavoured-popcorn)

We will need these content types, but would like to have flexibility with page layout that’s easy to apply for general content pages.

We also need a persuasive, general content landing page template. For example, the ‘News’ section is currently where the majority of new content is added, [but design for its landing pages are not optimal](http://www.wholegraingoodness.com/news/healthy-eating), just featuring lists of links and abstracts.

## Key functions/deliverables desired

Listed here are the key functions/deliverables desired:

* Browser tab favicons (icons from logos to be used)
* Browser built-in back and forward buttons
* Campaign logo to feature at the top left of each page and to link to the home page
* Site search, top right – powered by Google, unless there’s a better alternative
* Breadcrumb navigation
* Hover/Mouse over link highlights
* Links to associated social media profiles
* Prominent and easy social, email and SMS share functionality on all pages
* Print-friendly pages
* Video capability – we plan to increase video content so would like to easily insert our You Tube videos (auto-play, but no auto-sound please)
* Advanced recipe search (show all, or search by ingredient, keyword, course, time, cost and/or ‘vegetarian’)
* Recipe search results to be presented on 1 page (or a minimal number of paginated pages) and to have ‘sort by’ options: newest, a-z, star rating
* Recipe search results page to indicate the number of recipes returned
* User generated star ratings for the recipes
* Moderated comments for the recipes
* Moderated user generated recipes and images, to be clearly identifiable as such (i.e. not tried and tested by us). Users will need to be advised that no brands are allowed to be used.
* Forms: resource orders and email sign ups to have spam filters (e.g. CAPTCHA) and data validation
* Forms: resource orders to auto-generate a unique order number, to aid mailing house tracking
* PDF download capability
* Interactive (hover over) [‘What is wholegrain?’ graphic](http://www.wholegraingoodness.com/guide-to-wholegrain/what-is-wholegrain.aspx)
* Improve FAQs page design (e.g. accordion format)
* Copy and paste control (‘Read more <link>’ text appended)
* Website survey/poll capability
* ‘Bookmark’ (e.g. AddThis) prompt

### Email and CRM

* We would like you to create matching email templates. Our current email provider is Campaign Monitor.
* Potentially, we would like you to integrate Campaign Monitor (email) or MS Dynamics (CRM) with any forms on the website.

## SEO support

The website currently has lots of SEO issues (a recent audit will be shared with the successfully appointed agency). We are looking for a CMS that automates SEO best practice and we also require the following support:

* Check Google Webmaster tools and website optimiser is set up correctly (and any other registration requirements), monitor and maintain performance and resolve issues (e.g. load times, server response, broken links etc.)
* Notify Google of responsive/mobile site
* Feature a dynamic HTML site map in the footer and regularly submit an up-to-date XML site map to Google and Bing Webmaster Tools
* Ensure there is a useful 404 page
* Monitor and remove unnecessary duplicate content and ensure only one version of a URL is being used to reach a document (if unavoidable, set up 301 redirects / rel=canonical to let search engines know the preferred URL to index)
* Implement markup e.g. Google rich snippets for recipes and videos, including images and star ratings
* Install remarketing tracking code
* Provide quarterly SEO audits and implement recommendations

## Google Analytics support

We require the following analytics support:

* Advice on metrics: what should be tracked to monitor performance and results?
* Install Universal Google Analytics tracking code, including tracking of events, downloads (e.g. PDFs), off-site links (e.g. to our Twitter profile) and the internal site search
* Apply filters (e.g. to exclude prolific crawler spam and users from AHDB and associated agencies’ IP addresses)
* Set up goals, funnels and reporting dashboards to monitor and measure performance and conversions
* Provide monthly reports (results overall, as one website, and also by domain) and implement recommendations

## Hosting and domain management

We will require website hosting on UK servers, which will need to be portable, so we can easily move to a new host if needed. A service level agreement will need to be provided by the successful agency and agreed by both parties in advance of contract.

We will also require you to schedule and automatically renew ownership of the following domains and provide confirmation and new expiry details after each renewal:

* [WholegrainGoodness.com](http://www.wholegraingoodness.com)
* [WholegrainGoodness.co.uk](http://www.wholegraingoodness.co.uk)
* [AllAboutOats.com](http://www.allaboutoats.com)
* [AllAboutOats.co.uk](http://www.allaboutoats.co.uk)
* [RapeseedOilBenefits.com](http://www.rapeseedoilbenefits.com)
* [RapeseedOilBenefits.co.uk](http://www.rapeseedoilbenefits.co.uk)

## Maintenance and support

Ad hoc maintenance and support may be required, including usability testing, fixes and improvements.

We will also need an agreement that covers the cost of keeping the CMS and front-end compatible with modern browsers.

# Legals and specifics

The website must comply with EU Cookie Regulations 2012, the Disability and Discrimination Act 1995, Equality Act 2010 and Privacy and Electronic Communications Regulations Act 2003.

The web pages listed below should be included, or created where missing (see sister website footer as an example [ShakeUpYourWakeUp.com](http://www.shakeupyourwakeup.com/) which features all three pages), linked to in the footer and adhered to:

* Privacy Policy & Cookies
* Accessibility
* Terms & Conditions

As a non-departmental public body, the site must block access to URL’s specified on the Internet Watch Foundation’s list.

The supplier must be able to provide a suitable service level, detailing service level agreements, coding standards, uptime guarantees and issue response and resolution times. Penalties will be put in place for missed project deadlines, website downtime and reduced rankings in natural search results.

AHDB are to have all ownership rights to designs and content originated and produced.

# Submission requirements

Please submit up to 2,000 words, providing the following information:

* Your proposed CMS solution, explaining your rationale, key benefits and features, and summarising how the changeover will be managed.
* Two case studies demonstrating effective designs you have created for consumer-facing websites (non-AHDB sites) using the CMS platform you have proposed.
* One case study demonstrating how you have improved SEO and web traffic as a result.
* One case study describing how Universal Google Analytics was implemented and demonstrating improved website monitoring and performance as a result.
* Names and experience of the account team who will work on this specification and details of your project/account management process.
* Details of your service level agreement (e.g. uptime guarantee, server backups, coding standards, issue resolution timescales, support & maintenance).
* Timeline.
* Complete the attached price list to provide a full breakdown of costs.



Submissions will be marked against a set of criteria and results communicated back to suppliers.

# Terms and conditions of participation

AHDB terms and conditions for the provision of goods and/or services shall apply to any contract awarded as a result of this request for a quote.



Please read the attached AHDB terms and conditions. By submitting a proposal, you will have agreed to these terms and conditions.

# Supporting Documents

The following documents will be available to the successfully appointed agency:

* AHDB expenses policy
* Campaign background
* Style Guide
* SEO audit December 2014