



# ITT Specification

**Contract Reference: SP02-23**

**ECITB Websites hosting, maintenance, and refresh**

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## Specification

The Engineering Construction Industry Training Board (ECITB) is pleased to invite you to tender for the contract above. Full details are included in these documents, which describe the services which are required, the basis of tendering and the processes to be followed in the submission of tender offers.

### 1. Background

The Engineering Construction Industry Training Board (ECITB) has three websites:

- ECITB's UK Website - <https://www.ecitb.org.uk/>
- ECITB's Global Website - <https://www.ecitb.com/>
- Connected Competence - <https://connectedcompetence.co.uk/>

The UK and Global websites have poor internal structure and have been built in-house using Avada templates and use multiple plug-ins e.g.

- <https://www.ecitb.org.uk/qualifications-and-training/find-engineering-training/>
- <https://www.ecitb.org.uk/events/category/course/month/>

The purpose of these websites is to showcase the products and services of the ECITB to its wide range of stakeholders.

Additionally, these websites use two separate managed WordPress hosting and maintenance arrangements.

## 2. Scope

The scope of this tender is to cover:

- The hosting and maintenance of all 3 websites above.
- Change of structure and functionality of the UK Website and migration of Global Website.
- Minimise the use of plug-ins.
- Improve the design and user journey on the UK and Global websites through templates.
- Migration of content from existing hosting arrangements into new templates for both Global and UK websites.

The current detailed scope is below, however, further additions and changes to specification should be anticipated during the course of the contract. Suppliers should therefore be able to demonstrate in the tender that they would have capacity to accommodate these, maintaining the reasonable commercial terms of the tender.

### 2.1 Detailed scope

2.1.1 To review our current websites:

- <https://www.ecitb.org.uk> (UK)
- <https://www.ecitb.com/> (Global)
- <https://connectedcompetence.co.uk> (CC)

2.1.2 UK and Global: To build a similar look and feel using a WordPress platform. The UK website will incorporate a new logical structure defined below in appendix C.

2.1.3 We would like the supplier to take on the hosting and maintenance of the Connected Competence site as is without changes, including existing ability to manage and change content.

2.1.4 Build a Content Management System (CMS) that allows the ECITB to add content and pages, and manage the site, including its structure and headings, on an ongoing basis.

2.1.5 Training support for ECITB staff on the new CMS functionality.

2.1.6 Provide hosting for the 3 sites and the transfer of content from the existing hosting, including scraping content and migration into target templates.

2.1.7 Manage the transfer of DNS records or other network configuration required.

2.1.8 Manage the redirection of old site URLs to target site to ensure smooth transition.

2.1.9 Provide ongoing maintenance and security of the 3 sites.

2.1.10 Provide details on how the ECITB can manage and improve the user journey and SEO of the site.

2.1.11 Testing time for the ECITB team to test the CMS and respond to any issues in updating content.

2.1.12 The new websites need to be live by May 2024.

## **2.2 The function of the UK and Global website**

2.2.1 Improving accessibility meeting or moving toward meeting WCAG 2.2 [Understanding WCAG 2.2 - Service Manual - GOV.UK \(www.gov.uk\)](#). Add additional accessibility settings such as colour contrast and font size options.

2.2.2 Make necessary changes to the structure and headings based on new taxonomy provided in appendix C. Changes should be aimed at reducing confusion and maximising content management efficiency.

2.2.3 Include functionality within the CMS to enable sharing of content across multiple pages to improve retention on the site – e.g., a case study in both the scholarship section as well as a diversity section.

2.2.4 Update the current home pages. Add ability to add boxes relating to current campaigns (without using additional plugins). Retain the carousel function on the top feature banner.

2.2.5 The 'Find an ECITB course' and 'Find a Training Provider' use Business Directory plug-ins. We would like this functionality without using third party plug-ins if possible or for the supplier to make recommendations on better tools to provide the functionality. Ideally, we would like one tool that could interrogate course and training provider rather than having these as separate tools. The data for these tools is currently provided by a separate management system.

2.2.5.1 Find a ECITB course - needs to be searchable by date and location.

2.2.5.2 Find a Training Provider – needs to be searchable by course name, training provider name or postcode.

2.2.5.3 Map functionality to be added to UK website.

2.2.6 Support management of linking and integration to external systems that is required on the websites e.g. Connected Competence website links to an external Qualifications system.

2.2.7 Review website URLs.

2.2.7.1 URLs to follow breadcrumb trails to improve user experience.

2.2.7.2 Page/blogs need to have a 'news' url without the date.

2.2.7.3 News articles need to be searchable by tags and months including better navigation of page loading through pagination or similar.

2.2.8 Integrate "Sign up" features with Mailchimp. Reference T&C's where applicable.

2.2.9 Ability to integrate forms (WPForm, Microsoft Forms) e.g., embedded on pages for award nominations, sponsorship forms.

2.2.10 Improve contact form including adding categories of enquiry type as per existing form.

2.2.11 We would like a simple feedback feature on the website to capture user experience feedback ideally not through a plugin.

2.2.12 Multifactor authentication required to access the content and administration features.

2.2.13 Ability to enable cookie acceptance through both UK and Global sites.

## **2.3 Style of the UK and Global website**

We would like to improve the look and feel of the UK and Global sites (these need to have a consistent style between the two) within the existing brand guidelines. Additional elements include a cleaner design to toggle between UK and Global, socials and accessibility at the top of the page and a cleaner way to add new campaigns to the home page.

2.3.1 Build templates for pages to create consistency through the site.

2.3.1.1 Build 5-10 templates including news, pen-pics (board member), landing, training provider, events, varying content size, etc.

2.3.1.2 Incorporates SEO and key functions such as being able to toggle, add media contents, embed links etc.

2.3.2 CMS needs to be able to crop and resize imagery to the appropriate banner/featured image size, ideally not through a plugin.

2.3.3 The ECITB team need to be able to add and remove the following functionality from the new templates as required, without the use of plug ins:

2.3.3.1 Button

2.3.3.2 Single Image

2.3.3.3 Carousel Image

2.3.3.4 Testimonials

2.3.3.5 Text block (with copy elements needed such as paragraph and headline 1,2,3,4 options, pull quote, bold, italics, hyperlinks, add media options, different text sizes, embedding with html)

2.3.3.6 Toggles/ expandable fields

2.3.3.7 Embed video (from media library and from YouTube)

2.3.3.8 Flickr embed

2.3.3.9 Spacer

2.3.3.10 Thumbnail with text eg. 'you might also like'

## **2.4 Site content of ECITB UK and Global sites**

The content will largely be the same as on our existing site and include written content, videos, podcasts and imagery. Pages need to have the flexibility to be able to host these various digital outputs all on one page easily.

2.4.1 Migrate content from existing ECITB UK and Global Sites into the Content Management system.

2.4.2 The CMS must allow content to be added and managed on an ongoing basis.

2.4.3 ECITB would retain ownership of the source code and the database schema.

2.4.4 Implement new Foot and Header navigation based on ECITBs content review activity and the structure in appendix C.

## **2.5 Items and Volumes**

The ECITB UK website has around 350 pages while the global site has approximately 30 pages.

Please see appendix A for the 3 website statistics for the 6-month period to October 2023.

Please see appendix B for the web usage by device metrics

### **3. The Services**

The Contractor will:

- 3.1 Provide a WordPress platform and Content Management System for ECITB's use.
- 3.2 Manage the migration from the two existing platforms into the contractors' platforms hosting the 3 websites highlighted in the scope.
- 3.3 Deliver the changes required to 2 of the websites (UK & Global) highlighted in the function & style scope above.
- 3.4 Provide ongoing hosting and maintenance of the platform and sites for the duration of the contract.
- 3.5 ECITB would like to understand all service levels applicable to the hosting and maintenance of the sites mentioned above.

### **4. Additional Services**

ECITB may request Additional Services (as defined in the Form of Contract) from the Contractor.

Tenders should include generic terms for the provision of Additional Services. Where appropriate, identify different rates, e.g., development, ux design, information architecture, graphic design, etc.

### **5. Expense**

No expenses incurred on behalf of the contractor will be reimbursed by the ECITB.

### **6. Form of project proposal**

Project proposals should include, in the following order:

- 6.1.1 A succinct summary of the project
- 6.1.2 Your organisation's experience of similar projects and relevant capability
- 6.1.3 Details of your organisation's personnel to be involved including their role for this project and their relevant experience.
- 6.1.4 Arrangements for managing this work and quality assuring outputs, including how you would work with ECITB.
- 6.1.5 A breakdown of costs that includes total cost of design and build as well as the total ongoing annual costs for hosting and maintenance. Within the breakdown we would also like to see a cost for migration of content across to the new site. Further we would require a cost card for any ad hoc work during the contract period.

- 6.1.6 Project plan including milestone dates and/or the basis upon which cost reviews will be made.
- 6.1.7 If applicable, examples of projects and works undertaken can be included as an appendix, along with any additional information you think is relevant.
- 6.1.8 We would like to conduct a video interview with all shortlisted suppliers.

## APPENDIX A. Website Statistics

### ECITB.org.uk

ECITB UK										
Metric	Average	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23
Total page views	12,912	11,897	13,397	9,845	13,073	12,906	13,443	14,336	14,005	13,774
Users	3,723	3,651	3,941	3,170	3,869	3,565	3,696	4,049	3,853	3,765
Bounce rate	50.00%	55.00%	54.42%	54.98%	52.62%	51.29%	51.20%	42.40%	41.37%	42.02%
Avg session duration	01:39:03	02:20:00	02:24:00	02:06:00	01:31:00	02:02:00	01:47:00	01:46:00	00:01:43	00:01:44
Traffic										
Direct	898	840	929	744	841	888	1051	1031	1,027	945
Organic search	2,667	2,460	2,729	2,181	2,641	2,714	2,646	3,004	2,898	2,750
Social	152	183	126	87	152	143	127	143	233	132
Referral	243	275	269	243	265	228	238	243	118	286
Email	0.2	1	1	0	0	0	0	0	0	0
Other	0.0	0	0	0	2	1	106	12	15	10

### ECITB.com

ECITB Global										
Metric	Average	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23
Total page views	641	442	593	557	634	713	604	662	713	855
Users	212	133	187	163	258	234	203	239	243	251
Bounce rate	36.01%	29.70%	26.7%	29.7%	32.16%	32.57%	39.87%	46.97%	44.00%	42.46%



Avg session duration	01:18:58	01:47:00	02:31:00	01:27:00	01:17:00	02:13:00	01:19:00	01:14:00	00:01:23	00:01:18
Traffic										
Direct	45	42	51	31	49	54	31	44	46	58
Organic search	150	130	136	129	165	147	148	168	161	168
Social	2		2	0	0	0	0	5	7	3
Referral	33	1		8	43	42	38	37	48	48
Unassigned				1	1	1	1	0	3	1

## Connected Competence

Connected Competence										
Metric	Average	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23
Total page views	2712	2258	9269	1342	1679	2,217	2036	1940	1,729	2,725
Users	1315	866	4995	711	777	1,033	939	907	887	1,134
Bounce rate	60.06%	58.50%	38.57%	66.02%	70.69%	66.74%	56.98%	63.05%	62.28%	58.47%
Avg session duration	00:01:29	00:02:17	00:00:40	00:01:40	00:02:19	00:01:58	00:00:43	00:01:42	00:00:34	00:00:29
Traffic										
Direct	945	496	4577	403	477	643	589	567	586	721
Organic search	258	249	309	221	210	309	248	261	240	297
Referral	63	82	85	69	79	29	54	54	37	46
Social	63	62	50	27	23	72	17	16	21	144
Email	0.0	0	0	0	0			0	0	0

# APPENDIX B. Web usage by device metrics

ECITB.org.uk

Users▼ by Operating system		Users▼ by Platform / device category	
<div><div></div></div>		<div><div></div></div>	
OPERATING SYSTEM	USERS	PLATFORM / DEVICE CATEGORY	USERS
Windows	8.4K	web / desktop	9.6K
iOS	4.9K	web / mobile	7.8K
Android	3.1K	web / tablet	211
Macintosh	996	web / smart tv	1
Chrome OS	81		
Linux	59		

# APPENDIX C. Web Taxonomies

ECITB.org.uk



UK Navigation.pdf



