**Logo, company name

Description automatically generated**

**Answers to questions received from suppliers as part of the tender process to develop the Legal Services Board's website**

**What was the intention of the 2019 redesign - what was achieved/not achieved?**

Previously, we were unable to edit and update website content ourselves. We needed to go through a third party to request even basic updates, which was inefficient. The key aim of the redesign in 2019 was to give us greater control over our website, which we now have through the WordPress platform.

The other purpose was to provide the website with a more modern look and feel than previously and ensure that the LSB and our work are available to find on the website. This has been achieved, but we would now like to develop this as outlined in our tender document.

The other aim was to ensure our website meets the government's accessibility standards, which it now does. It is essential that we maintain this standard.

**What is the Communications and Engagement Strategy that is mentioned?**

Our [Communications and Engagement Strategy](https://legalservicesboard.org.uk/wp-content/uploads/2021/10/Annex-A-Draft-Communications-and-Engagement-Strategy-April-2021.pdf) is available online.

**Who are the primary target users of the website?**

The primary users are:

* The regulators we oversee. A [map of the regulatory landscape](https://legalservicesboard.org.uk/about-us/approved-regulators) is on our website.
* Lawyers and other legal services providers.
* People working in the legal services sector with interest in our work and research, including academics, government departments, charities and consumer bodies.
* The general public (who we generally need to signpost to other sites).

**Are you able to share google analytics data ahead of the proposal? (or chosen highlights)**

There is some limited website data in our [quarterly performance reports](https://legalservicesboard.org.uk/about-us/corporate-publications/past-activity-schedules-and-quarterly-performance-reports) within the communications section of each.

**"Quality of Traffic" is mentioned as an improvement, how are you defining/measuring "quality"?**

We want to ensure we are providing the right content and experience to users. Measures might include bounce rates, the number of actions taken – e.g. filling in forms, downloading content, reading our blogs, and the amount of time people spend on the site. We also want to make sure people aren't spending too long searching around for content.

**What underlying technologies and tools does it currently leverage? How the current site is built**

The website is on WordPress.

**Can we meet to discuss the tender? Can we have a Zoom call to ask questions?**

To ensure a fair process, we will not meet companies during the tender submission stage.

**We would be very happy to sort you out a quote if you are interested in working with us. If you would like to check out our portfolio. Let me know if you would like any more information!**

Would you please submit a proposal if you are interested in working with us.

**Regarding Annex D, question 4 about equality and diversity training. Would a 'No' and we're not planning on implementing any training prohibit us from applying for this tender. We are a small team of 7 and we don't consider it to be relevant for our size of business. However if it is a compulsory requirement, we would be open to booking some relevant training if we were successful.**

The LSB is committed to diversity and inclusion. We work with companies of all sizes and understand that organisations have different approaches and needs. Please set out your approach/plans, and they will be considered within the social value element of the evaluation criteria.

**Regarding the attachments and your requirement for a submission of a PDF, do you require all attachments, including policies and accounts, to be combined into 1 PDF, or is a folder of files acceptable?**

Ideally, one PDF, but files would be ok. Please include a clear list of the documents or links.

**Is the scope of work limited to those listed in 'starter of ten' - or is that simply the starting point?**

It's a starting point of the things we believe we need right now. We're open to suggestions and recommendations from experts, though.

**We noticed a distinct lack of imagery on the LSB website. Is that intentional? Would we have to design with no / minimal image usage in mind?**

We would be keen to explore how we increase imagery to make the site more engaging. The two main challenges may be ensuring we continue to meet accessibility standards and have an ongoing supply of images to keep things fresh. But we would welcome advice on this.

**We are a little confused about the use of Welsh on the current LSB site. We can see one page in Welsh, which displays a menu in Welsh - but they all lead to English language pages. Are we correct in assuming that the website is not actually bi-lingual (and just has one page in Welsh)?**

Correct. There is only currently one page in Welsh. We do not foresee a need to translate any additional material as part of this project. If needed, though, we would explore this.

**With regards to the Functionality listed:**

* + **9.F - Is "Carousel" just an indicative example? Would alternative ways to highlight new updates be acceptable - ways that are better for SEO, website usability and accessibility.**

Yes, this is just an example. We are open to ideas.

* + **9.H - Expanding on the functionality of the event registration:**
    - **Would the system have to accept paid bookings?**
    - **If yes to paid bookings, would payment be via card, or would you require the system to accommodate payment by invoice/cheque, etc?**
    - **If yes to paid bookings, would the system have to handle discounts or other types of coupon codes?**
    - **Would the system have to handle different tiers of tickets per event?**

We don't charge for events, so we don't need functionality for paid bookings.

* + - **Aside from notifying an admin about a new registration, would the system have to produce on-the-door guest lists?**

Yes, this would be useful to explore.

* + - **Would you want interactivity (in the form of an app or website) to handle registrant check-ins at the door (of in-person events)**

Yes, this would be useful to explore.

* + - **Aside from registration, will the system have to send out event reminders to registrants?**
    - **Will the system have to handle on-demand mass emails that you might want to send to registrants for a particular event?**

Event reminders from the system are not necessary. We use a CRM/stakeholder management database provided by Vuelio for email marketing.

* + - **Will the registration system have to integrate with a mass mail or any other third-party provider?**

No, we do not require the website to integrate with our mailing system.

* + - **For clarification, the system itself is simply for registrations (and maybe attendee management). It will of course not handle the actual delivery of virtual events (e.g. the system will register attendees, take their payment, and then send them a Zoom link; Zoom will handle the actual broadcast/delivery of the event). Is this correct?**

Correct.

* + - **What is the average daily or monthly search volume on the site? Absolute number and as a proportion of total site page views would be handy.**
* There is some limited website data in our [quarterly performance reports](https://legalservicesboard.org.uk/about-us/corporate-publications/past-activity-schedules-and-quarterly-performance-reports) within the communications section of each. It includes the number of visitors.  
  + - **We understand the requirement to improve the presentation of search results, but in terms of the search functionality, do you want:**
    - **Show visitors a larger search input box, just above the search results?**
    - **Visitors to be able to perhaps filter results by Category/Type of page?**
    - **In the backend, give higher weighting to some pages, to force them to show up for certain searches?**
    - **We can see that you are already using a Search Enhancement plugin on your website, Relevanssi. What did you want to do that is beyond the functionality of that plugin?**

Yes, it would be helpful to have the search box above the search box.

It would be helpful to show whether the result is a news story, a blog, a standard page, or what section of the website it is from.

Yes, filtering by type of page would be helpful.

We've had feedback that people find it hard to find things on the website, even when they search for it, so giving higher weighting to pages might be helpful.

* + **9.L - We are taking this requirement to mean "Improve the site's on-site SEO" - i.e. correct and improve on technical SEO aspects on the LSB site, and perhaps also to guide LSB staff on improving content-related SEO. Is that a correct assumption?**
* Yes. That is right. There may be a technical thing you can do, but it might also be the guidance that you provide for us to follow when we update the site.
* **In terms of the ongoing services:**
  + **Is the website currently utilising a transactional email provider? If so, who?**

No, it is not.

* + **If the new Events section should show Maps for in-person events, would you have a preference for use of Google or Bing Maps?**
* We'd need to understand the differences between the two.