



Request for Quotation

Rebuild of existing XDex website

Background

Xdex Ltd specialise in the design and installation of interior and exterior festive lighting and Christmas decorations for businesses and residential properties. We also specialise in creating perfect winter wonderland weddings and fabulous themed Christmas parties. We are part of The Christmas Decorators (franchising) LTD brand and offer installation services to areas outside of the currently occupied franchised territories and jobs of significant value or PR that would not be ideal to be passed over to one of the local franchises.

We are the only Christmas company of its kind in the UK offering our Christmas decorating services to most towns and cities via our franchise network. Our installation teams at Xdex are thoroughly professional and dedicated to ensuring that our Christmas decorating service exceeds all client expectations.

Our factory in the far east creates the very highest standard of Christmas decorations and the most up to date LED Christmas lights using the latest technology in energy saving and safety. We also manufacture our own design of bespoke Christmas decorations and props here in the UK.

Over the years our client list has grown to include some of the UK's top hotel brands, restaurants, prestigious venues, retail venues as well as some of the most stunning residences in the country.

We offer a professional service from design and installation through to maintenance and takedown, removing the headache of Christmas decorating from you so you can enjoy the Christmas season.

Requirement

We are looking to have our website updated with a fresh look and content. The current site was created in 2016 and is highly ranked organically on Google. It was built on WordPress which needs manually updating on a regular basis, which seems archaic. Often the postcode finder will crash and take a few days to get back up and running and we have been hacked on several occasions.

- The new site must have the following functionality ...
- The site should ideally sit on a self-maintaining platform such as WIX or GoDaddy that takes responsibility for updates and patches.
- The site should look right on all browsers, including iOS and Android.

- The text needs to be re-written by a professional copywriter. The context of what we are currently trying to say is fine, but it could be much more professionally written.
- The site needs to be uploaded in a way that won't negatively affect our Google ranking.
- Key words, including longtail that we are not currently ranking for need to be resolved.
- Each of our 40 franchises has their own page within the site. Our franchisees have their own post codes that they can legally operate in. Therefore, when a customer enters a post code on the site the coding needs to look up their relevant office and take them to the correct page. This is a current feature of our site but is a plug-in that is over 10 years old and keeps crashing within WordPress updates.
- Each of our 40 franchisees needs to have secure access to their own page within the site to change the content at their convenience. This is typically the body of text, contact info and the image gallery. Some of our franchisees have paid to have their pages professionally written and lay out so you will be responsible for exporting and recreating this content on the new site.
- All ALT tags, H1, H2 text should be optimised for SEO as well as all images within the site. We will provide all images and video and the image gallery should be easy to add to by ourselves and should be subcategorised into the different industry sectors that we work within.
- The site should be fast loading.

Deliverable Timescale

Start – ASAP: Complete by 1st May 2023

Indicative Budget

The indicative budget is in region of £10,000.

Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

- **Quality/ Technical Merit (50%)**
Supplier must demonstrate they have the technical and professional capability to deliver the requirement.
- **Delivery Timescale (20%)**
Supplier must demonstrate they can deliver the requirement to timescales above.
- **Cost/Value for money (30%)**
Does supplier offer value for money. This will not necessarily be the cheapest quote.

Scoring Methodology

4 Excellent	Proposal meets and in some places, exceeds the required standard
3 Good	Proposal meets required standard
2 Acceptable	Proposal meets the required standard in most respects, but is lacking or inconsistent in others
1 Poor	Proposal falls short of expected standard
0 Unacceptable	Completely or significantly fails to meet required standard or does not provide the relevant answer

Proposal Format

Proposals should clearly demonstrate how they meet the requirement set out above.

Deadline and Submission

Proposals are required by Sunday 19th March 2023 electronically to Ged Comerford at ged.comerford@outlook.com

Date Published

9th March 2023

This work is part funded though the European Regional Development Fund

Conditions of Tender

- Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether or not your organisation is successful.