



Request for Proposal

TAFB Website Support, SEO/GEO, Hosting, and Analytics
Supporting TAFB Brand & Digital Strategy

Tarrant Area Food Bank
2525 Cullen Street
Fort Worth, TX 76107
www.tafb.org

RFP Release Date: July 16, 2026
Proposal Due Date: August 13, 2026

Anticipated Contract Start Date: October 1, 2026

Submit proposals electronically to:
Jared Williams, Ph.D.
Vice President, External Affairs
Tarrant Area Food Bank
jared.williams@tafb.org

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I. Introduction & Organizational Overview

Founded in 1982, the Tarrant Area Food Bank (TAFB) provides hunger relief and supportive services across 13 counties in North Texas. TAFB's mission is to empower our community to alleviate hunger and improve health. Our vision is that everyone has access to the food they need. Each week, TAFB distributes more than one million meals through a network of over 500 partner agencies, including schools, senior centers, nonprofit service providers, and faith-based organizations.

TAFB's website, tafb.org, is a key tool for connecting neighbors, donors, volunteers, partners, advocates, and community members to information and opportunities to engage with TAFB.

Through this RFP, TAFB is seeking a website vendor to provide ongoing website support, hosting and domain maintenance, SEO/GEO support, analytics reporting, staff training, and recommendations to improve website performance.

This scope builds on TAFB's prior website support needs, which included hosting, security, website updates, creative design, SEO, reporting, analysis, and ongoing website maintenance. The selected vendor should help TAFB improve priority webpages, support organic and paid engagement goals, and strengthen the overall website user experience.

The total annual budget for this work should not exceed \$30,000.

II. Scope of Work & Project Objectives

TAFB is seeking a website vendor to provide reliable ongoing support for tafb.org, including website hosting, domain maintenance, technical updates, SEO/GEO support, analytics reporting, and staff training.

The goal of this work is to ensure TAFB's website remains secure, accessible, user-friendly, and aligned with TAFB's Brand & Digital Strategy. The selected vendor will help improve website performance, strengthen priority landing pages, and support both organic and paid engagement goals.

Key objectives include:

- Maintain a secure, functional, and updated website.
- Support timely webpage updates and basic maintenance needs.
- Improve SEO/GEO performance and search visibility.
- Provide monthly analytics reports and recommendations.
- Help optimize priority landing pages for engagement and conversions.
- Provide ongoing training and consultation for TAFB staff as needed.

- Coordinate with TAFB's Marketing & Communications team and paid advertising vendor when website updates support active campaigns.

The awarded RFP will establish a preferred vendor relationship for a three-year period beginning October 1, 2026.

III. Scope of Work & Project Specifications

A. Website Hosting, Domain, Security, and Technical Maintenance

The vendor will be responsible for maintaining reliable website hosting, domain support, website security, backups, plugin updates, and general technical maintenance. The vendor should also help identify and resolve website errors, broken links, plugin issues, and other technical concerns that may affect user experience.

B. Website Updates and Page Maintenance

The vendor will support routine webpage updates, content edits, layout adjustments, and basic design improvements as requested by TAFB. This may include updates to priority pages, campaign landing pages, program pages, partner resources, donation pages, volunteer pages, and other public-facing webpages.

C. SEO and GEO Support

The vendor will provide basic SEO implementation and ongoing SEO/GEO support to improve website visibility and performance. This may include keyword recommendations, metadata updates, technical SEO review, search visibility guidance, and recommendations to improve how TAFB content appears in search engines and AI-powered search tools.

D. SEO/GEO Audit

The selected vendor will complete an SEO/GEO audit of tafb.org to identify opportunities to improve search visibility, website performance, content structure, and readiness for AI-powered search tools.

The audit should include a review of priority webpages, technical SEO, metadata, page structure, keyword opportunities, internal linking, accessibility considerations, and content recommendations. The vendor should provide a clear summary of findings, prioritized recommendations, and practical next steps for TAFB staff.

The audit should help TAFB better understand how its website is performing and where improvements can be made to strengthen organic search, GEO visibility, paid campaign landing pages, and overall user experience.

E. Analytics, Reporting, and Performance Analysis

The vendor will provide monthly Google Analytics reporting on website performance, including traffic, engagement, referral sources, priority webpage performance, and

conversion-related trends. Reports should include clear recommendations that TAFB can use to improve website content, user experience, and campaign performance.

F. Landing Page Optimization and Campaign Support

The vendor will help optimize key landing pages to support TAFB's organic and paid engagement goals. This includes reviewing priority webpages for user experience, SEO, calls to action, page structure, and campaign alignment. The vendor may also coordinate with TAFB's paid advertising vendor when landing page improvements are needed to support active campaigns.

G. Staff Training and Ongoing Consultation

The vendor will provide training and consultation to TAFB staff as needed. Training may include website content updates, page editing, SEO basics, analytics interpretation, and best practices for maintaining strong website performance.

H. Strategic Alignment

The selected vendor should help TAFB's website support its Brand & Digital Strategy goals, including improving engagement across priority webpages, strengthening organic and paid traffic performance, and making the website easier to use for neighbors, donors, volunteers, partners, advocates, and community members.

IV. Proposal Requirements

Proposals should include the following:

A. Vendor Background

Provide a brief overview of your organization, relevant experience, key staff, and any subcontractors who would support this work.

B. Website Support Approach

Describe your approach to website hosting, domain support, security, backups, updates, maintenance, troubleshooting, and ongoing webpage support.

C. SEO/GEO Approach

Describe your approach to SEO and GEO support, including keyword guidance, metadata, technical SEO, content structure, internal linking, and visibility in AI-powered search tools.

D. SEO/GEO Audit

Describe how you would complete an SEO/GEO audit of tafb.org, including what would be reviewed, how findings would be shared, and how recommendations would be prioritized.

E. Analytics and Reporting

Describe your approach to monthly Google Analytics reporting, website performance analysis, engagement tracking, and recommendations for improvement.

F. Landing Page and Campaign Support

Describe how you would help optimize priority landing pages to support organic engagement, paid advertising performance, user experience, and conversions.

G. Training and Consultation

Describe how you would provide training and consultation to TAFB staff as needed.

H. Sample Work and References

Include relevant examples of website, SEO, analytics, or digital performance work, along with at least two references.

I. Conflicts of Interest

Disclose any potential conflicts of interest, including current or past work with other hunger relief organizations or nonprofits in TAFB's service area.

IV. Proposal Pricing

The total annual budget for this work should not exceed \$30,000, inclusive of all recurring service fees, hosting, domain support, maintenance, reporting, consultation, training, and related costs.

Proposals should include a clear pricing breakdown for:

- Monthly website support and maintenance
- Hosting, domain, security, and backup services
- SEO/GEO support
- SEO/GEO audit
- Monthly analytics reporting
- Landing page optimization and campaign support
- Staff training and consultation
- Any optional services or costs not included in the core scope
- Bidders should clearly identify what is included in the monthly fee, what would be billed separately, and any hourly rates for work outside the proposed scope.

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IV. Evaluation Criteria

TAFB will review proposals based on the following criteria:

- Relevant website, SEO/GEO, hosting, and analytics experience
- Understanding of TAFB's goals and priority audiences

- Quality of proposed approach and services
- Ability to support website performance, engagement, and landing page optimization
- Reporting, communication, and training approach
- Experience with nonprofit or mission-driven organizations
- Cost effectiveness and alignment with the annual budget
- References and examples of past work

TAFB reserves the right to select the proposal that best meets the organization's needs, even if it is not the lowest-cost proposal.

VII. TAFB Terms and Conditions

1. TAFB reserves the right to reject any or all proposals.
2. Proposals become the property of TAFB.
3. TAFB will not compensate bidders for costs related to proposal development, submission, or presentations.
4. TAFB reserves the right to waive informalities, negotiate terms, and select the proposal determined to be in the organization's best interest.
5. All questions, interpretations, or clarifications related to this RFP must be submitted by email before the proposal due date.
6. Pricing submitted in the proposal should remain valid from submission through contract execution.
7. The selected vendor may be required to sign a confidentiality or non-disclosure agreement.
8. All information shared through this RFP process should be treated as confidential.
9. Any subcontractors supporting the work must be identified in the proposal.

VIII. Schedule

- RFP Released: June 16, 2026
- Proposals Due: August 13, 2026
- Vendor Presentations, if needed between, August 17, 2026 to September 3, 2026
- Award Notification by September 14, 2026
- Contract Start: October 1, 2026
- TAFB reserves the right to adjust this schedule as needed.

IX. Submission Instructions

Proposals should be submitted electronically in PDF format to: Jared Williams, Ph.D., Vice President of External Affairs, jared.williams@tafb.org.

Please include the subject line: Website Support, SEO/GEO, Hosting, and Analytics RFP Submission

All proposals must be received by August 13, 2026 before 5pm cst to be considered.

X. Attachments and Supporting Materials

TAFB may provide selected bidders with additional background materials as needed, including:

- Current website URL and priority webpages
- FY27 Brand & Digital Strategy goals
- Paid advertising goals and campaign priorities
- Google Analytics access or sample reports, if appropriate
- Current website platform and hosting details
- Examples of priority landing pages or planned website projects

Bidders may also include supporting materials with their proposal, such as sample reports, SEO audits, website examples, dashboards, case studies, or other materials that demonstrate relevant experience.

XI. Proposal Checklist

Please ensure your proposal includes the following:

- Vendor background and qualifications
- Proposed account team and key contacts
- Website support and maintenance approach
- SEO/GEO approach
- SEO/GEO audit approach
- Analytics and reporting approach
- Landing page and campaign support approach
- Staff training and consultation approach
- Pricing breakdown, including monthly fees and any optional costs
- Sample work and references
- Disclosure of any potential conflicts of interest

Incomplete proposals may still be reviewed at TAFB's discretion.

XII. Questions

Questions regarding this RFP should be submitted by email to:

Jared Williams, Ph.D.
Vice President of External Affairs
Tarrant Area Food Bank
jared.williams@tafb.org

All questions must be submitted by August 7, 2026. TAFB may share responses with all bidders, as appropriate, to ensure a fair and consistent proposal process.