



Invitation to Tender WEBPAGES DESIGN AND DEVELOPMENT

This work is part funded through the European Regional Development Fund

Background

Nauticuas Inspection and Survey Ltd is an organisation that has been set up to provide marine and offshore inspection and survey services. Through the use of drone technology, we are able to provide high quality digital images while removing a range of issues that are associated with more traditional method of rope access inspections, meaning that we are offering a safer and more time and cost-effective service.

With extensive experience within the oil and gas industry, Nauticuas have identified the offshore wind sector as a major growth opportunity for them, due to the similar nature of these sectors they have a vast amount of transferable skills. They are also looking to move in to the onshore wind sector as this too shares many of the same requirements.

By using drones which are piloted from a nearby workboat, the inspection and survey team do not need to physically access the site which not only removes many of the hazards involved as well as meaning that issues relating to weather and tides have less of an impact. The overall result is that by using the drone the time involved in a survey can be reduced by approximately a third and the costs involved are greatly reduced due to the smaller team required.

Requirement

- Stage 1 – Web Design (Video and Image embedding + 'Clean Up' of Website)
- Stage 2 – Online Marketing (Search Engine Optimization + Social Media Integration)
- Stage 3 – Client Portal (R&D of Online Client Portal)

Re Stage 1 - The website requires further use of embedded video and images. High definition images captured by the UAVs need to be fully embedded into the framework of the website (images superimposed onto the homepage, for example) and videos of the UAVs flying onsite also need to be adequately embedded (possibly through a third-party video sharing platform, such as YouTube). The website also requires a general 'clean up' and improvement to its general functionality, including harmonization of fonts etc. across all pages and optimization for its use on all devices.

Re Stage 2 – The website requires full SEO development in order to boost the company's 'reach' to target markets. Implementation of 'Google AdWords' will ensure that Nauticuas's listing is placed on the first page of search results, so that the company's online accessibility is equal to our competitors. Further use of 'AdWords' will also help with targeted advertising. Specific key word searches can be manipulated so that target industry sectors – differentiated by their geographical location (Maritime companies based in Birkenhead, Oil Rig Owners based in Aberdeen etc.) can arrive on a different 'landing page' after clicking into the website through the search engine listing. These 'landing pages' will reflect the specific needs of those particular industry sectors (information on storage tank inspection for Birkenhead based maritime companies, or information on oil rig inspections for Aberdeen based companies). - The existing website also needs to be fully integrated with the company's social media presence (to be boosted through the creation of a corporate LinkedIn profile, as well as Facebook and Instagram accounts). One such way that this integration can take form is through the creation of a company 'news feed' to be inserted into the homepage. After company content (articles, images) has been posted onto one of the various SM platforms, this content will be simultaneously posted to the company's website through the news feed, which will aggregate all company SM activity into one easily accessible platform

Re Stage 3 - An online client portal (akin to a 'members section') is required to be researched and potentially developed. This portal will allow clients to login - through a password protected account - to a 'ring-fenced' area of the website. This area is where PDF versions of inspection reports will be posted into a private 'client account' page, so that individual clients can view the report remotely (from either mobile, PC or tablet devices) and leave comments. The client portal is especially important.

Deliverable Timescale

START DATE: 21.01.2018

END DATE: 28.02.2018

Indicative Budget

STAGE 1: £3500
STAGE 2: £6000
STAGE 3: £8500

Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

- **Local Business (40%)**
- **Demonstrable track record in web design and development (20%)**
- **Delivery Timescale (20%)**
- **Cost/Value for Money (20%)**

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 31.12.2017 either electronically or by post/in person to:

Michael Reed
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17 Gorsehill Road
Wallasey
CH45 9JA.

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14.12.2017