

SNOWMASS

COLORADO

Snowmass Tourism Request for Proposals (RFP) for Website Rebuild, Paid Search Management & SEO Services

The Project:

Snowmass Tourism is seeking proposals from agencies and vendors to undertake:

- A full rebuild of our website (design, development, migration, launch)
- Ongoing web-development & maintenance
- Ongoing paid search (PPC) campaign management
- Ongoing SEO strategy & execution (with special attention to optimizations for the shifting search environment due to AI)

Our goal is to modernize our digital presence, improve user experience, increase accessibility, and grow organic search performance.

Compensation Structure

- One-time website rebuild expense
- Annual agency contract agreement (PPC, SEO, ongoing web management & data reporting)

Timeline

Proposal Deadline: November 21, 2025

Interviews Begin: December 2025

Contract Start: January 2026

New Website Launch: Fall 2026

Ongoing Web Services: Beginning Fall 2026 - annual agreement with opportunity to renew

GoSnowmass.com Overview

[GoSnowmass website](#) is 11 years old.

- **2014:** Go Snowmass website was built
- **2017:** Reskin/Refresh updates to visual elements without altering structure and foundation of site
- **2020:** Refresh #2 upgraded user experiences, another round of updates to visual elements only

Snowmass Tourism

Snowmass Tourism is a department of the Town of Snowmass Village. Snowmass Tourism's mission statement: to support our mountain community by enriching the lives of those who live, work, and visit here through sustainable economic vitality.

Scope of Work

A. Website Rebuild

- Audit of current website
- Sitemap and information architecture recommendation

- UX/UI design (desktop + mobile) aligned with brand guidelines
- Development of CMS (current site is WordPress)
- Migration of existing content and implementation of new content as needed
- 301 redirects / URL structure planning to preserve SEO value
- Implementation of technical SEO best practices (site speed, mobile friendliness, etc.)
- Integration with Google Analytics/GA4
- Training of in-house team on CMS & site maintenance
- Launch support

B. Ongoing Web Development & Maintenance

- Monthly web performance reporting including website traffic, user behavior, and conversion metrics using Google Analytics 4 (Include key insights, trends and actionable recommendations)
- Maintain all core CMS and plugin components at their latest stable versions, ensuring compatibility, performance, and security
- Implement and manage security protocols
- Technical support for in house team
- Monitor and address issues affecting site speed, broken links and mobile responsiveness
- Support minor enhancements/improvements by developing new page templates, conducting functionality upgrades, or integrating marketing tools
- Ensure ongoing adherence to ADA/WCAG accessibility standards and evolving privacy or data compliance requirements

C. Paid Search Management

- Audit of current paid search accounts
- Keyword research, ad group structuring, landing page recommendations
- Campaign set-up and ongoing optimization (bid management, targeting, ad testing)
- Budget management
- Monthly performance reporting

D. Search Engine Optimization

- Technical SEO audit (crawlability, indexing)
- Keyword research and competitive analysis
- Overarching content strategy & development support
- Monitoring & reporting of SEO performance (organic traffic, rankings, conversions)

Proposal Requirements

Please review and answer the following questions:

- Review our current [website's event calendar](#) and identify three UX, accessibility, and/or functional improvements you would prioritize in a rebuild. Please consider that our calendar is robust, featuring a wide range of event types, from large festivals to small community gatherings, and spans two distinct seasons. Additionally, provide an example of a successful event calendar (not necessarily from your own portfolio) and explain what makes it effective.
- Outline a content idea or strategy that could drive significant organic traffic, establish our authority, and position us for inclusion in AI-generated search overviews while outperforming competitors.
- Select one of our current website pages and summarize key SEO, UX, and/or functionality opportunities to improve its performance.

Please provide:

- Case studies of similar projects (website rebuild + paid search + SEO)
- Proposed timeline
- Pricing breakdown
- Bios for your team highlighting relevant experience

How to Submit Proposal

Submit proposal as a PDF via email to Rachel Falk rfalk@gosnowmass.com. Include subject line: "RFP Website Rebuild (YOUR AGENCY NAME)" Any questions may be sent via email to Rachel Falk.

Additional Information:

Snowmass Tourism also manages the following websites:

- [Hike Snowmass](#)
- [Bike Snowmass](#)
- [Snowmass Ice Age](#)