



Request for Proposal – FY2024

RFP TITLE: SEO and Digital Marketing Services

RFP CONTACT:

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PROPOSAL DEADLINE: October 1, 2024 - 12:00 PM EDT (-4 GMT)

INTRODUCTION:

As part of our commitment to enhancing our online presence and reaching a wider audience, The North American Renderers Association, Inc. (NARA) formally requests proposals from qualified digital marketing agencies, SEO agencies, or professionals to assist us in improving our search engine rankings, optimizing our website for SEO, assisting with various related digital marketing tasks.

Through a global network of offices and consultants, NARA advocates for a sustainable food chain, public health, and the environment through the production and marketing of rendered animal products and used cooking oil (UCO.) NARA promotes effective public policy, regulation, and technology; encourages responsible business practices; supports the free movement of the industry's products domestically and internationally; and improves stakeholder awareness and understanding of the value of rendered products in food, feed, fuel, and industrial applications.

PURPOSE OF RFP:

The purpose of this RFP is to solicit proposals from qualified digital marketing or SEO firms, or professionals to enhance our organization's online presence and search engine performance. The selected firm will be responsible for conducting a comprehensive audit of our website to identify areas for improvement in terms of SEO, performing keyword research and analysis to pinpoint relevant keywords and phrases for our industry, and implementing on-page optimization strategies, including refining meta tags, headings, URL structure, and content.

Additionally, the firm will be tasked with off-page optimization activities such as link building and outreach, as well as technical SEO improvements including site speed optimization, mobile-friendliness, and schema markup implementation. The chosen firm will provide comprehensive quarterly reports and regular updates on the progress of the SEO campaign, offering key metrics and insights to track and communicate performance. To further support our SEO goals, the firm will also develop regular social media posts and blog content aimed at enhancing our overall online presence.

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SCOPE (SERVICES) OF WORK:

The selected SEO agency or professional will be responsible for the following:

- Conducting a comprehensive audit of our website to identify areas for improvement in terms of SEO.
- Keyword research and analysis to identify relevant keywords and phrases for our organization and industry.
- On-page optimization, including meta tags, headings, URL structure, and content optimization.
- Giving a yearly virtual presentation and report with slides to NARA members and Board of Directors at one of NARA’s virtual quarterly meetings (date and time of each meeting will be provided).
- Off-page optimization, including link building and outreach activities.
- Technical SEO, such as site speed optimization, mobile-friendliness, and schema markup implementation.
- Providing comprehensive quarterly reports, annual Year-Over-Year reports, and regular updates on the progress of the SEO campaign, including key metrics and insights to track and communicate SEO performance.
- Developing regular social media posts and blog content to complement SEO goals and enhance overall online presence.
- Increasing Visibility and Awareness of NARA and rendering through SEO - improve the organization's visibility in search engine results pages (SERPs), making it easier for people to find information about the nonprofit's mission, activities, and impact.
- Driving Organic Traffic: by optimizing website content for relevant keywords and phrases to help attract more organic traffic to NARA’s website for education, and increased membership.
- Expanding NARA’s Reach and Audience: help NARA reach a broader audience by ranking higher for relevant search queries.
- Building Credibility and Trust: Ensuring NARA ranks high in search results and conveys credibility and trustworthiness, and as the expert authorities on rendering.
- Maximizing Resource Efficiency through SEO for more targeted traffic so NARA can reach its desired audience more efficiently.
- Supporting Programmatic Goals of NARA.
- Growing Collaboration: Create a strong and trustworthy online presence that can attract potential partners and collaborators.

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DELIVERABLES:	
Completion Date	Description of Deliverables
Within 7 business days of contract signing	Conduct a kick-off meeting with NARA to brainstorm ideas and finalize the SEO/Digital Marketing/Social Media plan and calendar to include keywords and key-phrases
October 8, 2024	Finalize keyword and key-phrases and launch SEO/Digital Marketing/Social Media plan
Yearly	Chosen firm or agency must deliver a presentation and report at one of NARA’s two virtual meetings for members and the board of directors. (Date for each quarterly meeting TBD and will be shared with NARA contractor contact). The purpose of the presentation will be to report on the successes of the SEO/Digital Marketing of the previous year, what is being done to ensure ongoing success, and discuss future goals. A Q&A must be provided after the presentation for NARA members on in the virtual meeting.

INSTRUCTIONS:

Proposals must contain at a minimum the specific criteria listed below:

1. Please email the proposal to awilkinson@nara.org by 12:00PM EDT (GMT -4) by or on October 1, 2024.
2. A description of prospective firm/agency/contractor’s capabilities, resources, and experience. Emphasis should be placed on experience related to this RFP.
3. A thorough proposal outlining Prospective firm/agency/contractor’s approach to the project
4. Total monthly cost of the contract must be included in order to be considered

NOTES

Prospective contactors are hereby notified that proposals will be duplicated for internal review only. Every effort will be made to maintain confidentiality of all information presented. The appropriate representatives from staff will review proposals. Proposals will not be returned.

NARA reserves the right to retain all proposals submitted. Submission of a proposal indicates acceptance by the submitter of the conditions contained in the request for proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between NARA and the firm/agency/contractor selected.

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During the evaluation process, NARA reserves the right to request additional information or clarifications from proposers, or to allow corrections of errors and omissions.

NARA reserves the right to reject any proposal that is in any way inconsistent or irregular. NARA also reserves the right to waive proposal defects or deficiencies, to request additional information, and/or to negotiate with the prospective contractor regarding the proposal.

ORGANIZATIONAL PROFILE & SUPPLEMENTAL INFORMATION

NARA is the international trade association for the rendering industry which safely and efficiently recycles animal by-products and used cooking oil (UCO) from restaurants into rendered material that is used in the sustainable production of valuable products for the animal food, chemical, personal care, and biofuel industries. Rendering is sometimes called “the invisible industry” because many people are unaware that roughly 50% of an animal is considered inedible by North American standards. This leaves a large amount of leftover material that would be treated as food waste were it not for rendering.

Rendering reclaims this otherwise wasted material (like protein, bone, fat etc.), as well as UCO from restaurants, and safely and hygienically processes it into rendered material for use in new products so nothing is wasted. This sustainable process transforms and upcycles what would have been food waste into safe, clean, and valuable ingredients for countless new goods – saving landfill space, and recycling 99% of this unwanted material. These rendered ingredients are then used in the sustainable production of new goods like safe and nutritious pet food, animal feed, household and industrial products, biofuels/renewable diesel, and many more common items that we use or come into contact with every day.

NARA’s 35 member companies operate more than 170 rendering plants in the U.S. and Canada. Members represent more than 95% of North American production by independent renderers (many of which are multi-generation family-owned companies) and integrated packer/processor renderers (those rendering only their own animal by-products).

The U.S. rendering industry produces sustainable rendered products used to create a wide variety of ingredients for products critical to other industries. Companies are also developing new products, such as fuels and enzymes, to meet changing consumer preferences and commercial trends worldwide. Rendered products include fats, animal protein meals, chemicals, fatty acids, tallow, and hides. These high-quality fats and proteins improve the nutrition of farm animals, poultry, fish, and pets.

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Renderers also contribute essential ingredients for industrial and consumer products, including lubricants, plastics, printing inks and explosives, and many common items that consumers rely on every day — including cosmetics, shaving cream, deodorant, perfumes, soap, polishes, cleaners, paints, candles, and caulking compounds. Rendered fats are also an essential raw material for use in biofuels and renewable diesel in the U.S. and abroad.

NARA provides EEO to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state, and local laws.

CIVIL RIGHTS STATEMENT

Contractor agrees that during the performance of this Agreement it will not discriminate against any employee or applicant for employment because of race, color, religion, gender, national origin, age, disability, political beliefs, sexual orientation, marital or family status, parental status or protected genetic information. Contractor further agrees that it will fully comply with any and all applicable Federal, State, and local equal employment opportunity statutes, ordinances, and regulations, including, without limitation, Title VII of the Civil Rights Act of 1964, the Americans with Disabilities Act of 1990, the Age Discrimination in Employment Act of 1967, and the Equal Pay Act of 1963. Nothing in this section shall require Contractor to comply with or become liable under any law, ordinance, regulation, or rule that does not otherwise apply to Contractor.

NON-DISCRIMINATION STATEMENT

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 {voice and TTY} or contact



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USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](#) and at any USDA office or write a letter addressed to USDA and provide in the letter all information requested in the form. To request a copy of the complaint form, call (866) 632- 9992. Submit your completed form or letter to USDA by:

1. By mail:
U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, DC 20250-9410;
2. By fax: (202) 690-7442; or
3. By email: program.intake@usda.gov.

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