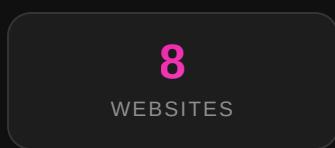


## DEVELOPMENT SCOPE &amp; STRATEGY

## Rideau Hall Foundation *Website Consolidation*

A strategic approach to unifying 8 program websites into a single, cohesive digital platform, organized around audience journeys, national impact, and bilingual accessibility.

 8

WEBSITES

6,400+

TOTAL URLs

12

CONTENT TYPES

EN/FR

BILINGUAL

Prepared for



Prepared by

Inkline

Date

February 19, 2026

Proposal Due

March 2, 2026

via Attention Strategy



STRATEGIC APPROACH

### Orchestrating Eight Journeys Into One

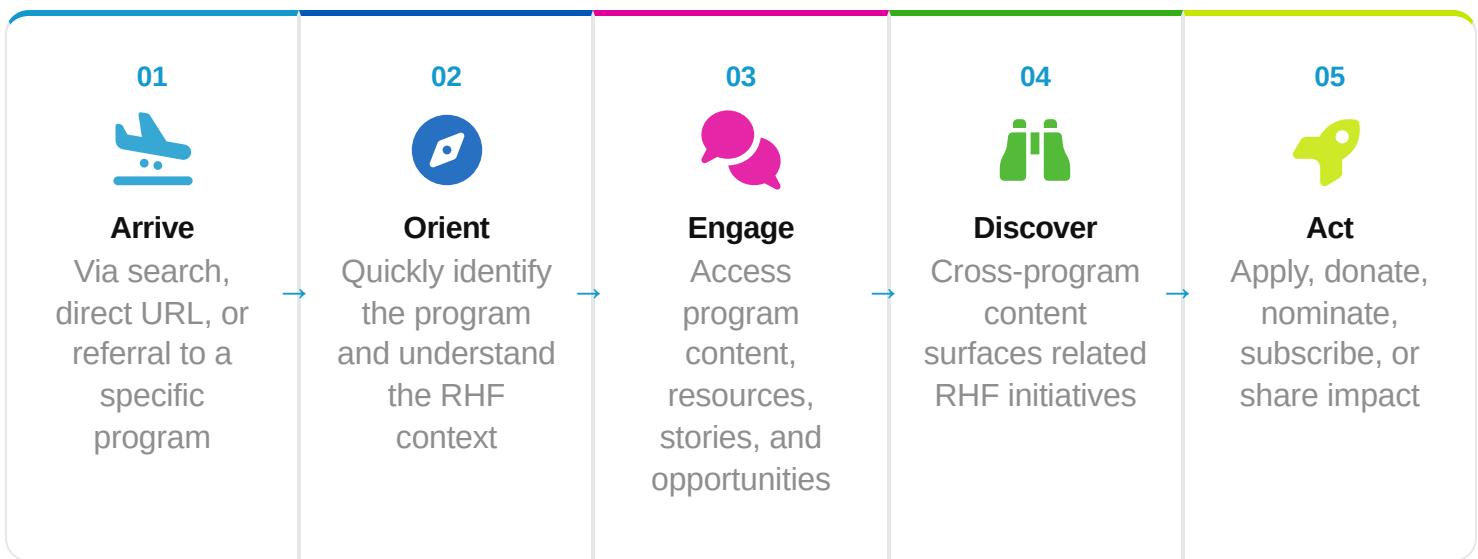
The Rideau Hall Foundation operates 8 distinct program websites, each with its own brand presence, content model, and audience. The consolidation challenge isn't simply technical. It requires a thoughtful strategy for how diverse audiences discover, navigate, and engage with RHF's programs through a single unified platform.

Our approach organizes the consolidated site around **three strategic layers**: a shared brand gateway that tells the RHF story, program-specific experiences that maintain distinct identities, and cross-cutting content that showcases national impact across all programs.

**Guiding principle:** A visitor who arrives looking for a specific program (e.g., Catapult funding, Forum for Young Canadians) should find a clear, direct path, while also discovering the broader RHF ecosystem and its interconnected impact across Canada.

### Visitor Journey Model

Every audience, from donors and program participants to educators, researchers, and alumni, follows a similar journey pattern through the consolidated site:

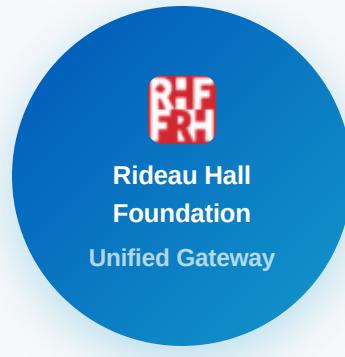


This journey model ensures legacy URLs (visitors arriving at former program domains) land seamlessly in the right program context, while the unified platform architecture encourages discovery of the broader RHF ecosystem.

## INFORMATION ARCHITECTURE

### Proposed Navigation Structure

The consolidated site architecture uses a **hub-and-spoke model**: RHF serves as the central hub with each program accessible as a distinct spoke, maintaining its identity while benefiting from shared infrastructure, cross-program navigation, and a unified content taxonomy. The hub connects all 11 RHF programs, which are central to the foundation's mission.



## PROGRAM SITES (7 CONSOLIDATED)



**Ingenious+**  
Innovation challenge,  
submissions,  
entries



**Catapult Canada**  
Learning grants,  
resources,  
grantee profiles



**Forum for Young Canadians**  
Youth civic engagement,  
partners, My Canada



**Leadership Canada**  
Conference,  
members,  
alumni,  
regional chairs



**QE Scholars**  
Scholarships,  
university  
partnerships,  
news



**Innovation Awards**  
GG Innovation  
Awards,  
winners,  
nominations



**Canadian Innovation Space**  
Partners,  
resources,  
events

## RHF PROGRAMS (ON RHF-FRH.CA)



**Indigenous Teacher Education Initiative**  
Teacher education,  
Indigenous communities



**The Michener Award**  
Outstanding  
meritorious  
service,  
recognition



**Arctic Inspiration Prize**  
Arctic  
communities,  
innovation,  
sustainability



**Canadian Innovation Week**  
National  
innovation  
celebration,  
events

## Recommended Navigation Hierarchy

With 11 programs as the foundation's primary delivery mechanism, the navigation must make every program discoverable in one click while keeping the top bar clean. A **programs mega menu** organized by thematic pillars accomplishes both.

LEVEL 1  
(PRIMARY)

### Global Navigation Bar

Five primary sections provide the top-level information architecture. "Programs" opens the Level 2 mega menu; all other items link to standard landing pages.



LEVEL 2  
(MEGA MENU)

### Programs Mega Menu — Thematic Pillars

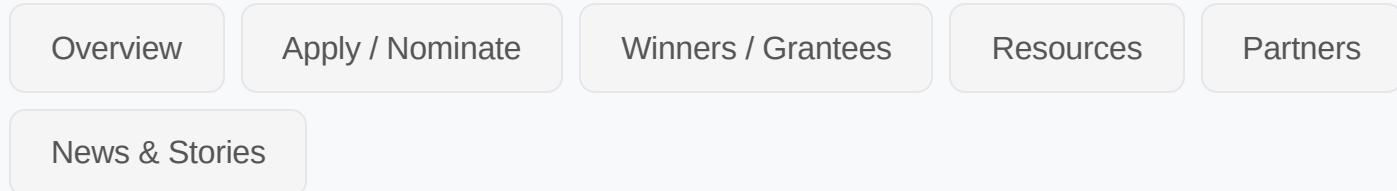
"Programs" opens a full-width mega menu grouping all 11 programs into four intuitive pillars. Each program links to its own landing page with consistent sub-navigation.



LEVEL 3  
(PROGRAM)

### Program Sub-Navigation

Each program landing page uses a consistent horizontal sub-nav, adapted to its content type.



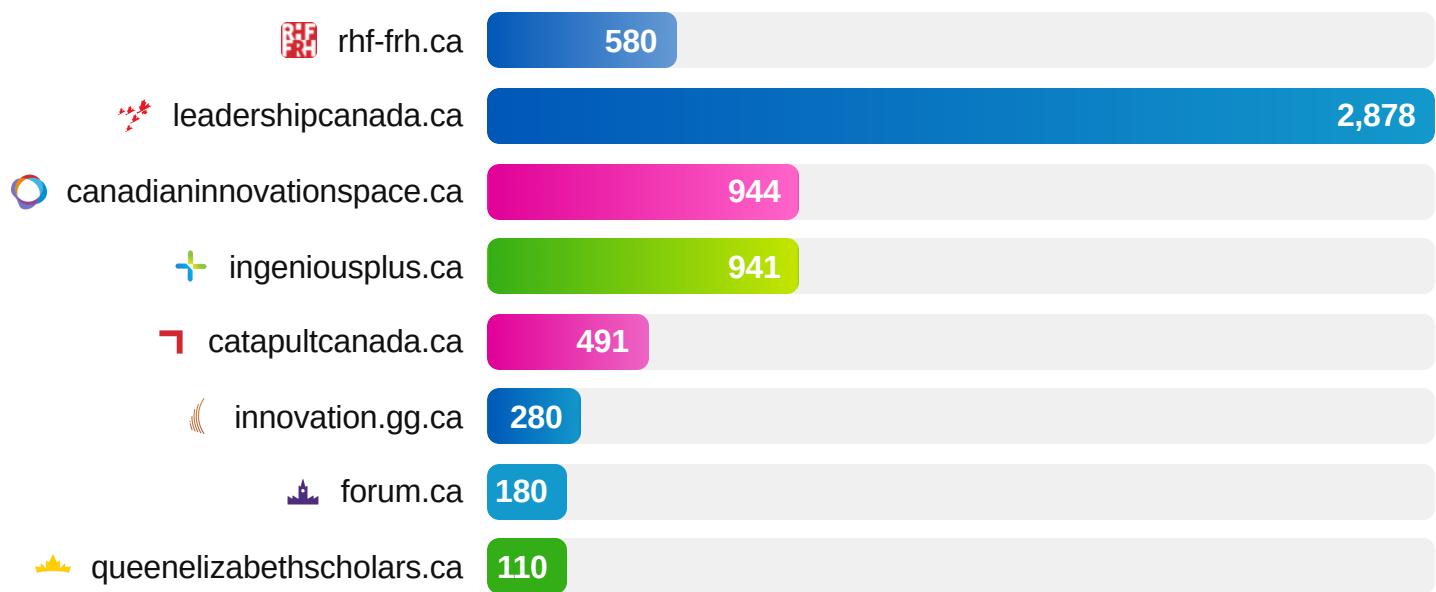
**Why thematic pillars?** 11 programs in a flat list is overwhelming. Grouping by theme (Innovation, Youth & Education, Leadership & Recognition) lets users orient by interest area first, then drill into a specific program. The fourth column ("All Programs") provides cross-cutting entry points — the impact showcase, communities map, and unified apply flow the RFP calls for.

**Cross-program content strategy:** A shared "Impact" section aggregates communities, winners, grantees, and alumni across all 11 programs, enabling the "innovative approach to showcasing national impact" the RFP calls for. This is powered by a unified taxonomy that tags content by program, region, theme, and pillar.

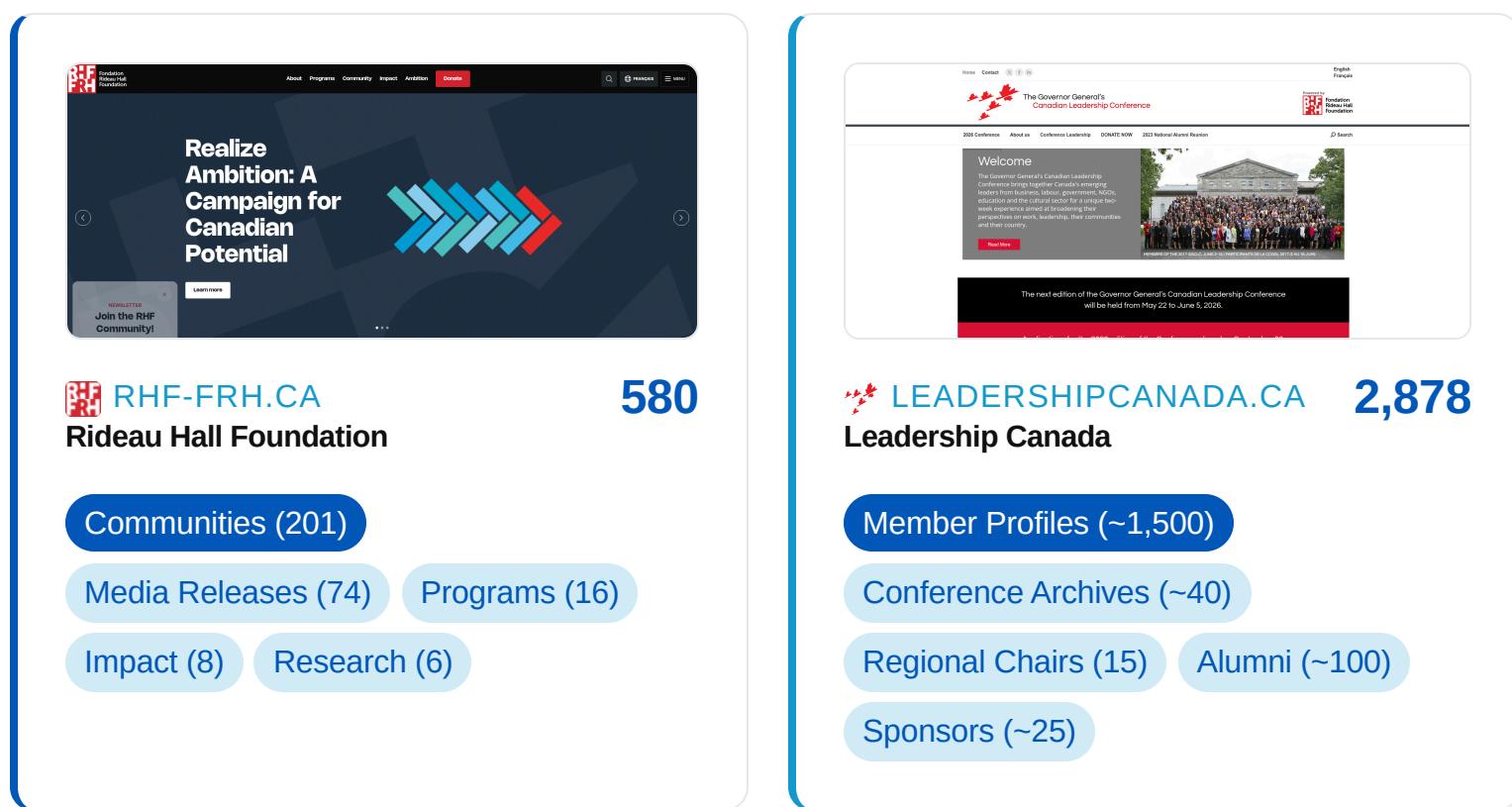
## What We're Working With

Our comprehensive crawl and deep content analysis across all 8 sites identified 6,400+ indexed URLs, 37 distinct content type patterns consolidating to 12 unified CPTs, and 874 pages with form integrations, representing 52% of all content. This quantifies the content migration scope and identifies the custom post type architecture needed for the consolidated platform.

### Indexed URLs by Site (English content only)



### Site-by-Site Breakdown (English content only)

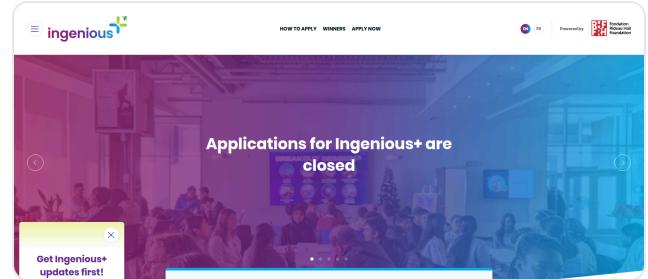




**944**

**CANADIANINNOVATIONSPACE.CA**  
**Canadian Innovation Space**

**Partners (42)** **Resources (14)**  
**Events (7)** **Resource Tags (8)**



**941**

**INGENIOUSPLUS.CA**  
**Ingenious+**

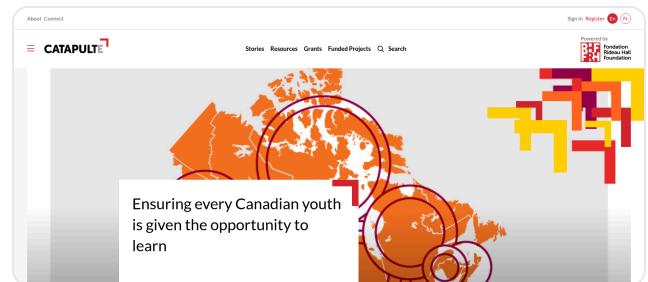
**Submissions (196)** **Entries (16)**



**180**

**FORUM.CA**  
**Forum for Young Canadians**

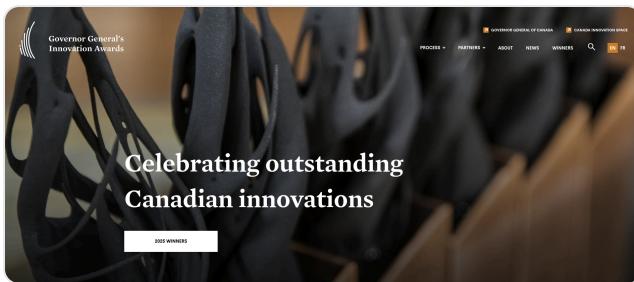
**Partners (96)** **My Canada (21)**  
**Brightspace (7)** **Partner Types (8)**



**491**

**CATAPULTCANADA.CA**  
**Catapult Canada**

**Resources (79)** **Grants (73)**  
**Profiles (3)**



**280**

**INNOVATION.GG.CA**  
**GG Innovation Awards**

**Winners (60)** **Nominations (4)**  
**Partners (3)**



**110**

**QUEENELIZABETHSCHOLARS.CA**  
**Queen Elizabeth Scholars**

**News Articles**  
**Scholarship Announcements**

All 8 sites are bilingual (EN/FR). Page counts reflect English content only. French is handled via translation plugin, not separate content.

## Protecting & Growing Search Visibility

Consolidating 8 established domains into one is the most SEO-critical aspect of this project. Done correctly, it concentrates domain authority and can dramatically improve rankings. Done poorly, it risks losing years of accumulated search equity.

### Domain Consolidation & Redirect Strategy

**Critical:** All 8 legacy domains must maintain active 301 redirects indefinitely. The redirect map covers 6,400+ URLs across all domains. Rank Math Pro handles redirects at the WordPress level, with server-level redirects as fallback.

Redirect approach per domain:

LEGACY DOMAIN	REDIRECT TARGET
rhf-frh.ca	Primary consolidated domain or /rhf/ subdirectory
leadershipcanada.ca	301 to /programs/leadership/
forum.ca	301 to /programs/forum/
catapultcanada.ca	301 to /programs/catapult/
ingeniousplus.ca	301 to /programs/ingenious/
innovation.gg.ca	301 to /programs/innovation-awards/
queenelizabethscholars.ca	301 to /programs/qe-scholars/
canadianinnovationspace.ca	301 to /programs/innovation-space/

### Domain Authority Consolidation

Backlinks from all 8 domains will be consolidated into a single domain, potentially creating a much stronger authority signal. The combined backlink profile should be audited during discovery to identify high-value links to preserve and prioritize in communications with external linking partners.

### Technical SEO Foundation

The consolidated site should be architected with these SEO best practices:

### Schema Markup

Organization, Program, Event, Person structured data

### XML Sitemaps

Per-program sitemaps via Rank Math

### Canonical URLs

Prevent duplicate content across program sections

### Hreflang Tags

EN/FR bilingual signals for search engines

### Core Web Vitals

LCP, FID, CLS optimization via WP Engine + Elementor

### Internal Linking

Cross-program content recommendations, related programs

## Answer Engine Optimization (AEO)

With AI-powered search (Google AI Overviews, ChatGPT search, Perplexity) becoming a major traffic source, the consolidated site should be structured for AI consumption:

- Structured FAQ content for each program (AEO-optimized Q&A)
- Clear, concise program descriptions that AI can extract and cite
- Schema.org markup for all structured content (programs, events, people, organizations)
- Topic authority pages that establish RHF as the definitive source for each program area
- Content designed for featured snippets and AI citation

**AEO is no longer optional.** By 2026, an estimated 40% of search queries surface AI-generated answers. The consolidated site must be built to serve both traditional search engines and AI answer engines from day one.

## SEO Migration Monitoring

Post-launch SEO monitoring is essential to validate the success of the consolidation:

- Google Search Console verification for all 8 legacy domains + new domain
- Weekly ranking monitoring for top 50 keywords per program during first 3 months
- 404 monitoring and redirect chain auditing
- Organic traffic comparison (pre vs. post migration) dashboards



### KEY CONSIDERATIONS

## Items for Discussion

### **Hosting: WP Engine (Not Kinsta)**

Inkline's standard hosting is Kinsta. The RFP specifies WP Engine, which is fully supported. Inkline's managed service can be adapted, or RHF manages WP Engine independently.

### **WPML vs. Weglot**

RFP specifies WPML. Inkline recommends Weglot for simpler editorial workflow. WPML offers deeper integration, common in institutional contexts. Both fully within our capability. A discovery-phase decision.

### **Gravity Forms + Salesforce Integration**

874 pages contain form integrations across the 8 sites. Gravity Forms provides a unified platform for all form types: applications, donations, contact, and registrations. Salesforce API integration via the Gravity Forms connector enables bi-directional CRM sync for donation tracking and lead capture.

### **LeadershipCanada.ca Scale**

2,878 URLs (primarily member profiles), the largest site by count. Migration strategy (full CPT import vs. directory restructure) significantly impacts effort. Early discovery decision needed.

### **WCAG 2.2 vs. 2.1**

RFP specifies 2.2 AA, which adds focus appearance (2.4.11), dragging movements (2.5.7), and target size minimums (2.5.8) beyond Inkline's standard 2.1 AA. Achievable with explicit attention during build.

### **Content Migration Strategy**

~6,400+ URLs across all sites. 874 pages contain form integrations (52% of content), the highest-risk migration items. Deep content analysis reveals 37 CPT patterns across sites. Attention Strategy's content audit determines what migrates vs. archives vs. retires. Estimate assumes 60–70% migrated, remainder redirected.



# Development & Build Scope

Every item below maps line-by-line to a requirement from the RFP. Responsibility tags on each card indicate which partner leads that item. We've also added scope items beyond what the RFP explicitly requires where we believe they are essential to project success.

INKLINE

Inkline leads delivery

ATTENTION

Attention Strategy leads delivery

## MANDATORY REQUIREMENTS — RFP §4.2

§4.2.1

### WordPress-Based Website

INKLINE

RFP requires: WordPress-based website hosted on WP Engine.

Our approach: Single WordPress instance on WP Engine (production + staging environments). We build on the Hello Theme with a custom child theme, paired with Elementor Pro as the visual page builder. This gives RHF staff full visual editing control while maintaining clean, lightweight code. The plugin stack includes ACF Pro for custom fields, Crocoblock JetEngine for dynamic content, Gravity Forms for all form workflows, and Rank Math Pro for SEO management.

§4.2.2

### Visual Builder / Framework

INKLINE

RFP requires: Visual builder/framework (Divi, Elementor, Bricks, or equivalent) enabling staff to manage content independently.

Our approach: Elementor Pro provides drag-and-drop editing with reusable templates and global widgets. We create 15–20 page templates with pre-built section blocks so staff can build new pages by assembling pre-designed components — no developer needed. Clear content structures, locked layout zones, and inline editing ensure brand consistency while giving RHF full editorial control.

§4.2.3

### WCAG 2.2 Level AA Accessibility

INKLINE

RFP requires: WCAG 2.2 Level AA compliance.

Our approach: Accessibility is built into every template from the start — semantic HTML, ARIA landmarks, proper heading hierarchy, contrast ratios, keyboard navigation, and focus management. WCAG 2.2 adds specific criteria beyond 2.1: focus appearance (2.4.11), dragging movements (2.5.7), and target size minimums (2.5.8). We address all three explicitly during build. Automated testing via axe-core runs on every template, supplemented by manual keyboard and screen reader testing before launch.

§4.2.4

## Fully Bilingual — English & French

INKLINE

RFP requires: Fully bilingual site in English and French.

Our approach: Full EN/FR implementation via WPML (as specified) or Weglot (recommended for simpler editorial workflow — a discovery-phase decision). All custom post types, taxonomies, menus, widgets, forms, and system strings will be translation-ready. RHF supplies French translations; Inkline configures the translation management workflow, language switcher, and hreflang tags for SEO. URL structure follows /en/ and /fr/ prefixes for clean bilingual routing.

§4.2.5

## Google Analytics 4 (GA4)

INKLINE

RFP requires: GA4 configuration and implementation.

Our approach: GA4 property setup with custom event tracking for form submissions, downloads, video engagement, and program-specific interactions. Conversion tracking for key actions (donations, applications, nominations). Google Ads compliance and conversion import setup for any existing AdWords campaigns. Program-level content grouping so RHF can analyze traffic and engagement per program within a single GA4 property.

§4.2.6

## Salesforce Integration

INKLINE

RFP requires: Integration with Salesforce for marketing, development, and alumni engagement.

Our approach: Gravity Forms serves as the unified form engine across all programs (applications, donations, contact, registrations). Salesforce API integration via the Gravity Forms connector enables bi-directional CRM sync for donation tracking, lead capture, and program enrollment. We migrate existing form workflows from 874 form-containing pages across the 8 sites, mapping each to the consolidated form architecture. The current Salesforce funding portal functionality is preserved and integrated into the new site's donation flows.

§4.2.7

## Innovative National Impact Showcase

INKLINE

ATTENTION

RFP requires: Innovative approach to consolidating and communicating RHF's national impact — featuring grantees, participants, and award recipients.

Our approach: A dedicated cross-program impact aggregation layer that surfaces communities, winners, grantees, scholars, and participants across all programs through a unified taxonomy. Filterable by program, region, and theme. Interactive geographic visualization showing RHF's reach across Canada. Attention Strategy defines the storytelling framework and content strategy; Inkline builds the technical architecture, dynamic templates, and interactive map components. This becomes the "connective tissue" of the consolidated site.

§4.3.1.1

## Project Goals, Objectives, Success Metrics & KPIs

ATTENTION

INKLINE

**RFP requires:** Collaborate with RHF staff to define project goals, objectives, success metrics, and KPIs.

**Our approach:** Attention Strategy leads stakeholder workshops and strategic planning sessions with RHF. Inkline participates to define technical success metrics — page load benchmarks, accessibility scores, redirect coverage rates, SEO ranking baselines, and migration completeness targets. Together, we establish measurable KPIs for both content strategy and technical performance that guide every subsequent phase.

§4.3.1.2

## Comprehensive Audit & Analysis

ATTENTION

INKLINE

**RFP requires:** Comprehensive audit and analysis of RHF's main website (structure, content, functionality, UX) and all program sites. Recommend what to migrate, consolidate, revise, or retire.

**Our approach:** Attention Strategy leads the content and UX audit — evaluating quality, relevance, and user journeys across all 8 sites. Inkline conducts the parallel technical audit: site architectures, plugin stacks, data models, form inventories, and integration points. Combined findings inform the migrate/consolidate/review/retire recommendations for all 6,400+ URLs. See the Content Inventory section for our preliminary audit results.

§4.3.1.3

## Salesforce Needs Assessment

INKLINE

**RFP requires:** Needs assessment for Salesforce integration (CRM and funding portal).

**Our approach:** Inkline maps RHF's current Salesforce usage across marketing, development, alumni engagement, and the funding portal. We document existing API connections, data flows, and form-to-CRM mappings from all 8 sites. The assessment outputs a consolidated integration architecture: which Salesforce objects need web-to-lead/web-to-case mappings, which forms feed the CRM, and how the funding portal transitions to the new site.

§4.3.1.4

## Site Architecture & Content Migration Plan

INKLINE

ATTENTION

**RFP requires:** Define overall site architecture, key pages and sections, and a content migration and consolidation plan.

**Our approach:** Inkline builds the technical CPT architecture (12 content types consolidated from 37 patterns across 8 sites) while Attention Strategy defines the information architecture, navigation hierarchy, and content groupings. The migration plan addresses 6,400+ URLs — estimating 60–70% migrated, remainder redirected. We identify high-risk items (874 form-containing pages, 3,228 member profiles) and define the technical approach for each.

§4.3.2.1

## Modern, Accessible, Visually Engaging WordPress Design

ATTENTION

INKLINE

RFP requires: Design a modern, accessible, visually engaging WordPress website using a pre-approved visual builder/theme.

Our approach: Attention Strategy leads visual design — brand expression, layout composition, and design system creation. Inkline builds the theme implementation: Hello Theme + child theme + Elementor Pro, translating approved designs into production-ready templates optimized for performance, accessibility, and editorial flexibility. Together we deliver 15–20 page templates covering all program and content types.

§4.3.2.2

## Wireframes & Prototypes for Key Pages

ATTENTION

RFP requires: Develop wireframes and/or prototypes for key pages (UX, navigation, user flow).

Our approach: Attention Strategy delivers wireframes and interactive prototypes for key page types — homepage, program landing pages, impact showcase, resource library, and member/community profiles. Inkline reviews all wireframes for technical feasibility, performance implications, and CMS editability before design moves to high-fidelity mockups.

§4.3.2.3

## Program-Level Branding Within Cohesive RHF Identity

ATTENTION

INKLINE

RFP requires: Integrate program-level branding within individual program pages while maintaining a cohesive RHF brand.

Our approach: Attention Strategy defines the per-program visual identity system — color accents, iconography, and content framing. Inkline implements this via the hub-and-spoke architecture: each program gets its own branded landing page and content area with distinct styling, while the shared header, footer, and global navigation maintain the overarching RHF identity. CSS custom properties make per-program theming systematic and maintainable by staff.

§4.3.3.1

**Build Website — Optimized for Page Load Performance**

INKLINE

**RFP requires:** Build the website using the approved design and visual builder/theme, optimized for page load performance.

**Our approach:** The 8 existing sites use approximately 37 distinct content patterns that we consolidate into 12 unified Custom Post Types. Each CPT has structured custom fields (ACF Pro), filterable taxonomies, and dynamic listing templates (Crocoblock JetEngine). All templates are performance-optimized: critical CSS inlining, lazy loading, image compression with WebP delivery, and database query optimization for CPT-heavy pages. The data model below shows the full proposed architecture:

PROPOSED CPT	ITEMS	SOURCE	NOTES
Community	<a href="#">~201</a>	rhf-frh.ca	Largest CPT; geographic/regional taxonomy needed
Submission	<a href="#">~196</a>	ingeniousplus.ca	Youth innovation submissions; includes entries (16)
Partner	<a href="#">~138</a>	forum.ca, canadianinnovationspace.ca	Consolidate forum-partners + innovation partners; type taxonomy
Resource	<a href="#">~93</a>	catapultcanada.ca, canadianinnovationspace.ca	Combined resource library with tag/category taxonomy
Media Release	<a href="#">~74</a>	rhf-frh.ca	Press releases and official statements
Grant	<a href="#">~73</a>	catapultcanada.ca	Grant directory; location/audience/org-type filters
Winner	<a href="#">~60</a>	innovation.gg.ca	Innovation award profiles with gallery
My Canada	<a href="#">~21</a>	forum.ca	Student writing submissions
Program	<a href="#">~16</a>	rhf-frh.ca	Core program pages linking to sub-sections
Event	<a href="#">~7</a>	canadianinnovationspace.ca	Event listings with category taxonomy

PROPOSED CPT	ITEMS	SOURCE	NOTES
<b>Impact Story</b>	<b>New</b>	Consolidated	Monthly impact stories/op-eds; cross-program tagging
<b>Member Profile</b>	<b>-3,228</b>	leadershipcanada.ca	Conference members, alumni, regional chairs

§4.3.3.2

**WCAG 2.2 Level AA Compliance**

INKLINE

RFP requires: Ensure full compliance with WCAG 2.2 Level AA accessibility standards.

Our approach: Accessibility is built into every template from the start — semantic HTML, ARIA landmarks, proper heading hierarchy, contrast ratios, keyboard navigation, and focus management.

WCAG 2.2 adds specific criteria beyond 2.1: focus appearance (2.4.11), dragging movements (2.5.7), and target size minimums (2.5.8). We address all three explicitly. Automated axe-core scans run on every template, supplemented by manual keyboard and screen reader testing.

§4.3.3.3

**Bilingual Implementation via WPML**

INKLINE

RFP requires: Implement bilingual functionality using WPML plugin (French translations supplied by RHF).

Our approach: Full EN/FR implementation via WPML (as specified) or Weglot (recommended for simpler editorial workflow — a discovery-phase decision). All custom post types, taxonomies, menus, widgets, forms, and system strings will be translation-ready. Inkline configures the translation management workflow, language switcher, and hreflang tags for SEO. URL structure follows /en/ and /fr/ prefixes for clean bilingual routing.

§4.3.3.4

**GA4, Conversion Tracking & Google AdWords Compliance**

INKLINE

RFP requires: Configure Google Analytics 4 (GA4), including event and conversion tracking, and compliance with Google AdWords requirements.

Our approach: GA4 property setup with custom event tracking for form submissions, downloads, video engagement, and program-specific interactions. Conversion tracking for key actions (donations, applications, nominations). Google Ads conversion import and enhanced conversions setup ensure accurate attribution across the domain migration. Program-level content grouping enables per-program analytics within a single GA4 property.

§4.3.3.5

## Staff-Manageable Content Structures & Templates

INKLINE

RFP requires: Develop the site so it can be fully managed internally by RHF staff, with clear content structures and templates.

Our approach: Every content type uses structured Elementor templates with pre-built section blocks and locked layout zones. Staff add and edit content through the visual editor or structured ACF field groups — no code or developer involvement needed. Reusable global widgets ensure brand consistency. Template documentation and video walkthroughs empower the RHF team to build new pages, manage programs, and publish content independently from day one.

§4.3.3.6

## Innovative National Impact Showcase — Technical Build

INKLINE

ATTENTION

RFP requires: Implement an innovative approach to showcasing RHF's impact across Canada — integrating program-specific projects and participants.

Our approach: Inkline builds the cross-program impact aggregation layer: unified taxonomy linking communities, winners, grantees, scholars, and participants across all programs. Filterable views by program, region, and theme. Interactive geographic visualization showing RHF's national reach.

Monthly impact stories CPT with homepage rotation. Attention Strategy defines the content framework and storytelling approach that brings the data to life.

## 4. CONTENT ENHANCEMENT & FUNCTIONALITY — RFP §4.3

§4.3.4.1

### Content Simplification, Optimization & Migration

ATTENTION

INKLINE

RFP requires: Support the simplification and optimization of existing content for web use. Migrate content from program sites.

Our approach: Attention Strategy leads content simplification — editing, consolidating, and optimizing copy for the new IA. Inkline executes the technical migration: bulk content import via WP All Import or custom migration scripts, media migration covering 77MB+ of assets with HTML cleanup and image optimization. 874 form-containing pages (52% of content) are the highest-risk items and receive dedicated attention. Estimate assumes 60–70% of 6,400+ URLs migrated, remainder redirected.

§4.3.4.2

## Navigation, IA & UI Improvements

ATTENTION

INKLINE

RFP requires: Improve overall navigation, information architecture, and user interface to enhance usability.

Our approach: Attention Strategy leads IA and UX improvements — navigation redesign, user flow optimization, and usability testing. Inkline implements the technical components: mega menus, breadcrumbs, cross-program navigation, search functionality, and responsive mobile navigation. The hub-and-spoke architecture ensures users can discover related content across programs while maintaining clear wayfinding within each program's content area.

§4.3.4.3

## Monthly Impact Stories & Op-Eds Section

INKLINE

ATTENTION

RFP requires: Integrate a section for monthly impact stories and op-eds.

Our approach: Inkline builds a new "Impact Story" CPT with cross-program tagging, featured story rotation on the homepage, and a filterable archive page. Each story links to related program content, communities, and participants — creating a narrative layer that ties the consolidated site together. Attention Strategy defines the editorial framework and publishing cadence for ongoing story creation.

§4.3.4.4

## Embedded External Content (iframe)

INKLINE

RFP requires: Embed and integrate external content via iframe — specifically indigenousteachers.canadiangeographic.ca.

Our approach: Responsive iframe embedding with lazy loading, accessible fallback content, and CSP (Content Security Policy) headers configured to allow the specified external domain. We build a reusable Elementor widget for iframe embeds so RHF staff can add additional external content in the future without developer involvement.

§4.3.4.5

## URL Redirects for Legacy Content Continuity

INKLINE

RFP requires: Ensure continuity of access to legacy content through URL redirects.

Our approach: 301 redirect mapping for all 8 domains covering 6,400+ URLs. Rank Math Pro handles WordPress-level redirects with server-level redirects as fallback. All legacy domains maintain active redirects indefinitely. See the SEO & AEO Strategy section for the full domain-by-domain redirect plan and migration monitoring approach.

§4.3.5.1

**Cross-Device, Cross-Browser Testing**

INKLINE

RFP requires: Conduct thorough testing across devices, screen sizes, and major browsers.

Our approach: Systematic testing across Chrome, Firefox, Safari, and Edge on desktop, tablet, and mobile. Responsive breakpoint verification ensures all templates render correctly from 320px to 2560px. 2–3 week dedicated QA phase before launch.

§4.3.5.2

**Bug Identification, Documentation & Resolution**

INKLINE

RFP requires: Identify, document, and resolve all bugs or issues prior to launch.

Our approach: Structured QA process with a shared issue tracker. All bugs are documented with screenshots, reproduction steps, and severity classification. Critical and high-severity issues are resolved before launch; medium/low issues are triaged and scheduled. RHF has visibility into the QA backlog throughout the testing phase.

§4.3.5.3

**Validate Accessibility, Bilingual & Analytics**

INKLINE

RFP requires: Validate accessibility, multilingual functionality, and analytics tracking.

Our approach: Accessibility validation via automated axe-core scans plus manual keyboard and screen reader testing on all templates. Bilingual QA ensures all content, forms, menus, and system strings render correctly in both EN and FR. GA4 event validation confirms all tracking fires correctly — form submissions, conversions, page views, and custom events. Redirect validation covers all 8 legacy domains with automated 301 response checking.

§4.3.6.1

**Launch Coordination & DNS Cutover**

INKLINE

ATTENTION

RFP requires: Coordinate and support the launch of the new website.

Our approach: Staged launch plan: final content freeze, DNS cutover for all 8 legacy domains, SSL certificate provisioning, redirect activation, and post-launch smoke testing. Inkline manages the technical cutover; Attention Strategy coordinates with RHF on communications and timing.

§4.3.6.2

## Staff Training & Handover Documentation

INKLINE

ATTENTION

RFP requires: Provide staff training and handover documentation.

Our approach: Inkline delivers video walkthroughs for technical content management workflows (adding pages, managing programs, creating impact stories, form administration, plugin usage).

Written documentation covering the CPT architecture, template system, and plugin configuration.

Attention Strategy provides editorial training — content guidelines, publishing workflows, and brand voice documentation.

§4.3.6.3

## RHF Ownership — No Proprietary Lock-In

INKLINE

RFP requires: Ensure RHF ownership of all themes, plugins, and configurations.

Our approach: All theme files, plugins, and configurations are owned entirely by RHF — no proprietary lock-in. Inkline provides full source access, a complete plugin license manifest, and handover documentation. RHF can manage the site independently, engage Inkline for ongoing support, or transition to another provider at any time without restriction.

§4.3.6.4

## Post-Launch Support

INKLINE

RFP requires: Provide post-launch support to address any issues immediately following launch.

Our approach: 4-week post-launch support period covering bug fixes, adjustments, and monitoring. Priority response for critical issues. Inkline monitors redirect performance, analytics tracking, search engine indexing, and site performance during the stabilization period. Issues are documented and resolved with full transparency via a shared issue tracker.

§4.3.6.5

## Ongoing Maintenance & Support Options

INKLINE

RFP requires: Outline options and pricing for ongoing maintenance and support on an as-needed basis.

Our approach: Ongoing managed WordPress service available beyond the post-launch period — includes security updates, plugin maintenance, performance monitoring, uptime monitoring, and priority support. Inkline currently manages 130+ WordPress sites under similar arrangements. RHF retains full ownership and can manage independently or engage Inkline for continued service. Pricing options detailed in the Effort & Investment section.

Added

## SEO Migration & Domain Authority Consolidation

INKLINE

Not explicitly in RFP, but critical. Consolidating 8 established domains into one is the most SEO-sensitive aspect of this project. We include a full SEO migration strategy: 301 redirect mapping, backlink audit, domain authority consolidation, canonical URLs, XML sitemaps, hreflang tags, schema markup, Core Web Vitals optimization, and post-launch ranking monitoring across all legacy domains. See the SEO & AEO Strategy section for the complete approach.

Added

## Answer Engine Optimization (AEO)

INKLINE

Not in RFP, but increasingly essential. With AI-powered search (Google AI Overviews, ChatGPT search, Perplexity) becoming a major traffic source, the consolidated site should be structured for AI consumption from day one. We include structured FAQ content, Schema.org markup, topic authority pages, and content designed for featured snippets and AI citation.

Added

## Performance & Security Hardening

INKLINE

Not called out in RFP, but expected for a site of this scale. WP Engine provides server-level caching and CDN, but we add application-level optimization: image compression and WebP delivery, critical CSS inlining, lazy loading, database query optimization for CPT-heavy pages (especially the 3,228 member profiles), and security hardening including two-factor authentication, login rate limiting, and file integrity monitoring.

## Development Investment

---

Pricing represents Inkline's development and build scope as technical implementation partner. Organized to mirror the scope of work phases in §4.3 as requested in §5.2.

DELIVERABLE	REF	PRICE
<b>1. DISCOVERY &amp; PLANNING — §4.3</b>		
Technical Discovery & Salesforce Assessment	§4.3.1.1	\$1,200
Content Audit & Migration Analysis	§4.3.1.2	\$800
CPT Data Model & Taxonomy Design	§4.3.1.3	\$1,600
Technology & Plugin Requirements	§4.3.1.4	\$400
<b>2. DESIGN &amp; THEME DEVELOPMENT — §4.3</b>		
Theme Setup & Child Theme Configuration	§4.3.2.1	\$800
Wireframe & Prototype Technical Review	§4.3.2.2	\$400
Visual Design Implementation in Elementor	§4.3.2.3	\$800
<b>3. DEVELOPMENT &amp; IMPLEMENTATION — §4.3</b>		
WordPress Setup & CPT Architecture (12 types)	§4.3.3.1	\$6,000
Gravity Forms & Salesforce API Integration	§4.3.3.2	\$2,000
Bilingual Implementation (WPML/Weglot)	§4.3.3.3	\$3,200
GA4, Event Tracking & AdWords Compliance	§4.3.3.4	\$1,200
Page Templates & Staff-Manageable Structures	§4.3.3.5	\$10,000
National Impact Showcase — Technical Build	§4.3.3.6	\$2,400
<b>4. CONTENT ENHANCEMENT &amp; FUNCTIONALITY — §4.3</b>		
Content Migration (Technical Execution)	§4.3.4.1	\$6,000
Navigation, IA & UI Implementation	§4.3.4.2	\$1,600

DELIVERABLE	REF	PRICE
Monthly Impact Stories & Op-Eds CPT	§4.3.4.3	\$800
External Content Embeds (iframe)	§4.3.4.4	\$400
URL Redirect Mapping (8 domains)	§4.3.4.5	\$1,600
<b>5. TESTING &amp; QUALITY ASSURANCE — §4.3</b>		
Cross-Device, Cross-Browser Testing	§4.3.5.1	\$1,600
Bug Identification & Resolution	§4.3.5.2	\$1,200
Accessibility, Bilingual & Analytics Validation	§4.3.5.3	\$1,200
<b>6. LAUNCH &amp; POST-LAUNCH SUPPORT — §4.3</b>		
Launch Coordination & DNS Cutover	§4.3.6.1	\$800
Staff Training & Documentation	§4.3.6.2	\$1,600
Post-Launch Support (4 weeks)	§4.3.6.4	\$2,000
<b>INKLINE ADDITIONS — BEYOND RFP</b>		
SEO Migration & Domain Authority Consolidation	Added	\$1,600
Answer Engine Optimization (AEO)	Added	\$800
Performance & Security Hardening	Added	\$1,200
WCAG 2.2 AA Accessibility Compliance	§4.2.4	\$2,400
<b>PROJECT MANAGEMENT</b>		
Project Management & Coordination	Ongoing	\$4,000
<b>TOTAL</b>		<b>\$51,600</b>

**\$51,600**

Incline Development & Build

Final pricing structured as package-based deliverables aligned to the scope phases above. Applicable taxes not included.

# Delivery Roadmap

Assumes project kickoff in April 2026. Inkline's build phase runs concurrently with design (for CPT architecture) and follows design approval for templates.

## PHASE 1

### Discovery & Planning

4–6 weeks · Led by Attention Strategy

Technical discovery, Salesforce assessment, CPT architecture planning, content audit alignment. Inkline begins data model work in parallel.

## PHASE 2

### Design & Wireframes

4–6 weeks · Led by Attention Strategy

UX design, wireframes, visual design. Inkline builds CPT architecture, custom fields, and taxonomies in parallel.

## PHASE 3

### Development & Build

8–12 weeks · Led by Inkline

Theme implementation, page templates, forms, Salesforce integration, bilingual setup, GA4, accessibility compliance.

## PHASE 4

### Content Migration

3–4 weeks · Shared

Technical migration of content from all 8 sites, media assets, redirect mapping, SEO preservation.

## PHASE 5

### Testing & QA

2–3 weeks · Led by Inkline

Cross-browser/device testing, accessibility audit, analytics verification, redirect validation for all 8 legacy domains.

## PHASE 6

### Launch & Handover

1–2 weeks · Shared

DNS cutover, staff training, documentation, video walkthroughs for content management.

## PHASE 7

### Post-Launch Support

4 weeks · Inkline

Bug fixes, adjustments, monitoring. Ongoing managed WordPress service available. RHF retains full ownership of all assets.

**Total estimated timeline:** 22–33 weeks (~6–8 months from kickoff to post-launch support completion).



ABOUT INKLINE

## Company Profile

### Who We Are

Inkline is an Ottawa-based web development and digital strategy agency founded in 2003 by Brent Martel and Kevin McKerracher. Marc Tessier joined as the third principal in 2015, strengthening the firm's back-end development and infrastructure capabilities. For over two decades we have designed, built, and maintained websites and web applications for organizations across Canada — from national non-profits and federal institutions to associations, education providers, and private-sector companies.

Our technical practice centres on WordPress at scale: custom post type architectures, advanced integrations (Salesforce, HubSpot, Marketo), marketing automation, bilingual implementations (WPML, Weglot), accessibility compliance (WCAG 2.1 AA+), and managed hosting environments. We currently host and maintain 130+ client websites.

### Why Inkline for This Project

The Rideau Hall Foundation website consolidation sits squarely within our core competency: merging multiple WordPress properties into a single, bilingual, accessible, high-performance platform while preserving search equity and user experience.

With 23 years of agency experience serving national organizations, our team brings a proven track record of delivering complex, content-heavy web platforms on time and on budget. Combined with Attention Strategy's brand and UX leadership, our joint team delivers end-to-end capability without subcontracting gaps.

### Partner: Attention Strategy

Attention Strategy is the strategic and creative lead on this engagement, responsible for brand strategy, UX design, wireframes, content strategy, and project orchestration. Based in Ottawa,

Attention works with national brands and institutions on digital transformation projects. Inkline provides the full technical implementation layer — development, integration, migration, testing, and ongoing support — as Attention's dedicated build partner for this project.



#### PROJECT TEAM

## The People Behind the Build

Our team combines deep WordPress architecture expertise with project management discipline and front-end craft. Each member is assigned based on their strengths and this project's specific technical requirements.

### **Victoria King**

#### **ACCOUNT MANAGER & CLIENT SUCCESS LEAD**

Victoria is Inkline's dedicated client account manager for this engagement, serving as the primary point of contact between the RHF/Attention team and Inkline's development group. With over seven years of digital marketing and agency operations experience — including work with major brands in social media, gaming, and technology — she specializes in risk identification, milestone tracking, and ensuring deliverables stay aligned with client expectations. Victoria manages timelines, coordinates sprint reviews, and keeps communication channels clear throughout every project phase.

### **Brent Martel**

#### **PRINCIPAL — TECHNICAL STRATEGY & SOLUTIONS ARCHITECTURE**

Co-founder of Inkline (2003), Brent has spent over two decades leading web strategy, solutions architecture, and client engagements for organizations across Canada. His expertise spans WordPress at scale, Salesforce and HubSpot integrations, marketing automation platforms, SEO/AEO strategy, and AI-driven content workflows. On this project, Brent architects the CPT data model, Salesforce integration approach, multi-domain migration strategy, and overall technical direction — drawing on 23 years of building and consolidating complex web platforms for non-profits, associations, and national institutions.

## Marc Tessier

### PRINCIPAL — BACK-END DEVELOPMENT & INFRASTRUCTURE

Marc joined Inkline as the third principal in 2015 and leads all back-end development, server infrastructure, and systems integration. With deep expertise in complex SaaS integrations, API architecture, and scalable web platforms, he has built and maintained infrastructure for 130+ client websites. On this project, Marc oversees PHP development, WordPress configuration, database and data model implementation, WPML/Weglot bilingual architecture, Salesforce API integration, GA4 event tracking, form processing logic, and marketing technology stack connectivity. His focus is ensuring every integration is robust, performant, and maintainable long after launch.

## Kevin McKerracher

### PRINCIPAL — CREATIVE DIRECTION & FRONT-END DEVELOPMENT

Co-founder of Inkline (2003) with over 20 years of web development and creative direction experience, Kevin leads the front-end development team. He and his group translate Attention Strategy's design concepts into mobile-first, responsive, WCAG-compliant templates using the Hello Theme and Elementor Pro framework. Kevin oversees the visual implementation of all page templates, the bilingual language switcher UI, and the interactive elements including the national impact showcase and filterable archive views.

## Kyra Rogers

### WEB & GRAPHIC DESIGNER

Kyra is a graphic and web designer with experience across both freelance and agency environments. She specializes in brand concept development, visual design systems, and translating brand guidelines into consistent digital experiences. On this project, Kyra supports the design-to-development handoff — ensuring Attention Strategy's visual direction is faithfully implemented across templates, components, and content layouts while maintaining RHF's brand integrity.

## Trang Nguyen

### WEB DEVELOPER — FRONT-END & CMS

Trang is a front-end web developer with hands-on experience building responsive, accessible websites and marketing assets. She brings strong expertise in HTML5, CSS3, WordPress theme customization, page builders, and CMS-driven content workflows. On this project, Trang handles template buildout, Elementor component development, and Figma-to-code implementation — translating approved designs into production-ready front-end code with a focus on cross-browser compatibility, performance, and brand consistency.

## Greg Crutchlow

### WEB DEVELOPER — SUPPORT, QA & TESTING

Greg is a front-end web developer who supports the development and QA process. With a detail-oriented approach honed through a background in photography and visual media, he brings a sharp eye to cross-browser testing, responsive breakpoint verification, and bug documentation. On this project, Greg executes the testing protocol across devices and browsers, manages the QA issue tracker, validates redirect mappings for all eight legacy domains, and verifies bilingual content rendering and GA4 event tracking accuracy.



### SELECTED WORK

## Portfolio Examples

A selection of current Inkline-built and maintained websites that demonstrate the technical capabilities, content complexity, and sector experience relevant to the Rideau Hall Foundation consolidation project.

The screenshot shows the homepage of the Ottawa Food Bank. At the top, there's a navigation bar with links for NEWS, DONATE, CONTACT US, and FR. Below the navigation is a red banner featuring the Ottawa Food Bank logo (an apple icon) and the text "HUNGER IN OTTAWA", "HOW WE HELP", "VOLUNTEER", "EVENTS", "RESOURCES", "DONATE", "FAQ", and a magnifying glass icon. The main content area features a large, close-up photograph of an elderly woman with white hair. Below the photo is a quote: "A city without hunger benefits us all." At the bottom of the page, there's a footer section with a "NON-PROFIT" heading, the "Ottawa Food Bank" logo, and a series of colored bars (blue, green, orange, red).

#### NON-PROFIT

#### Ottawa Food Bank

Bilingual   WPML   Elementor   Gravity Forms   GA4

The Ottawa Food Bank serves as the hub for a network of 98 community food programs across Ottawa. Inkline built and maintains their bilingual WordPress platform, which manages complex multi-program content organization, online donation processing, volunteer registration workflows, and event management — all within a single cohesive site that serves both English and French audiences.

#### RELEVANCE TO RHF PROJECT

Directly mirrors RHF's need to consolidate multiple program streams into one unified platform while maintaining distinct program identities. The bilingual WPML implementation, Gravity Forms integration, and GA4 analytics configuration align with §4.2 mandatory requirements. The multi-program content architecture demonstrates our ability to handle complex information hierarchies similar to RHF's 8 program sites.

[\\$4.2 Bilingual EN/FR](#)   [\\$4.2 GA4 Analytics](#)   [\\$4.3.3 WPML](#)   [\\$4.3.4 Content Migration](#)   [\\$4.3.3 Forms Integration](#)

The Dementia Society  
Ottawa and Renfrew County

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- |
- [Français](#)
- 
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- [Medical Referrals](#)
- [Donate Now](#)

- Dementia Education
- Activities, Support & Services
- Ways to Give
- Volunteer
- About Us

**The Dementia Society of Ottawa and Renfrew County provides support for everyone impacted by dementia.**

#### NON-PROFIT

### Dementia Society of Ottawa & Renfrew County

Bilingual   LMS   Elementor   Multi-audience

A comprehensive multi-audience service platform serving caregivers, patients, and healthcare professionals. Features an integrated bilingual learning management system with 7 educational modules, multiple user pathways tailored to different audience needs, event registration, and donation processing.

#### RELEVANCE TO RHF PROJECT

Demonstrates Inkline's ability to build audience-segmented content architectures — a critical need for RHF, where different stakeholders (grantees, program participants, donors, award recipients) require distinct pathways through shared content. The LMS integration shows our capacity for innovative content delivery beyond standard web pages, directly addressing §4.3.3's requirement for innovative approaches to showcasing impact.

[\\$4.3.2 Multi-audience UX](#)   [\\$4.3.3 Innovative Content Delivery](#)   [\\$4.2 Bilingual EN/FR](#)   [\\$4.3.4 Content Architecture](#)

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I WAS SO DEPRESSED THAT I JUST STAYED IN  
MY ROOM AND AVOIDED MY FRIENDS.  
At Rideauwood I discovered that there really  
is **strength in numbers.**

[GET HELP NOW](#)

#### NON-PROFIT

### Rideauwood Addiction & Family Services

Multi-program   Audience routing   Document library

A service-oriented platform managing 15+ addiction and family service programs with distinct pathways for youth, adults, and families. Includes a strategic document library, client testimonial archive, and crisis support integration — all organized within a clean, accessible information architecture.

#### RELEVANCE TO RHF PROJECT

The multi-program service directory with audience-specific routing parallels RHF's need to organize content across 8 program sites while making it easy for different audiences to find relevant information. The document library implementation is directly relevant to RHF's resource and publication management needs outlined in §4.3.4.

[\\$4.3.4 Multi-program IA](#)   [\\$4.3.2 Audience Routing](#)   [\\$4.3.3 Document Library](#)   [\\$4.3.4 Content Organization](#)



## Working together for safe, just, and healthy communities

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**INSPIRATION**

United Way  
Centraide  
Est-Ottawa  
Est de l'Outaouais

United Way East Ontario's Community Builder Award  
programme local builders award - remis annuellement  
à une œuvre de bien-être en O

Le Programme  
Le Programme

### NON-PROFIT

## Coalition of Community Health & Resource Centres

Multi-org Service mapping Elementor

Inkline consolidated 13 independent community health and resource centres into a single unified platform — preserving each member organization's distinct identity while presenting a cohesive Coalition brand. Features geographic service mapping, collective impact reporting, and content workflows that allow individual centres to maintain their presence within the shared platform.

### RELEVANCE TO RHF PROJECT

This is one of the most directly parallel projects to the RHF consolidation. Coalition Ottawa required merging multiple independent organizations into one platform while maintaining distinct identities — exactly what §4.1 describes for RHF's 8 program sites. The approach to balancing unified branding with individual program identity (§4.3.2) and the content migration strategy from multiple sources (§4.3.4) are proven patterns we'll apply to RHF.

[\\$4.1 Multi-site Consolidation](#)

[\\$4.3.2 Unified Brand + Program Identity](#)

[\\$4.3.4 Content Migration](#)

[\\$4.3.1 Architecture Planning](#)



### NON-PROFIT

## Ilisaqsivik Society

Bilingual WPML Indigenous Community

An Inuit-led community development organization operating from Clyde River, Nunavut. Inkline built a culturally responsive bilingual platform (English/Inuktitut) using WPML, organized around three program pillars with community-centered content workflows that empower local staff to manage and update content independently.

### RELEVANCE TO RHF PROJECT

Demonstrates Inkline's ability to implement bilingual content architectures using WPML (§4.3.3) in a culturally sensitive context. The emphasis on empowering non-technical staff to manage content independently directly addresses §4.3.3's requirement that the site be "fully managed internally by RHF staff." The program-pillar organization pattern applies directly to RHF's program-based content structure.

[\\$4.3.3 WPML Bilingual](#)

[\\$4.3.3 Internal Staff Management](#)

[\\$4.3.2 Culturally Responsive Design](#)

[\\$4.3.4 Content Workflows](#)



# Developing & sharing knowledge to prevent injuries & fatalities on the roads



## NON-PROFIT

### Traffic Injury Research Foundation

Bilingual Research Resource library National

A national research non-profit with an extensive educational resource library, downloadable publications, bilingual content architecture, and sophisticated stakeholder engagement tools serving government, industry, and public audiences. The site manages a deep archive of research papers, fact sheets, and policy documents.

#### RELEVANCE TO RHF PROJECT

As a national research organization with multi-stakeholder audiences, TIRF closely parallels RHF's structure and content complexity. The extensive resource library and publication management system addresses §4.3.4's content enhancement requirements. Bilingual architecture using WPML (§4.3.3) and the multi-audience stakeholder approach (§4.3.2) demonstrate proven patterns for national organizations.

[\\$4.2 Bilingual EN/FR](#) [\\$4.3.4 Resource Library](#) [\\$4.3.2 Multi-stakeholder UX](#) [\\$4.3.4 Content Enhancement](#)



EN FR



The Legion National Foundation | La Fondation nationale Legion

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NEWS ROOM

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## NON-PROFIT

### The Legion National Foundation

National Multi-program Donations Elementor

Canada's national veteran support foundation, managing multiple program areas including grants, scholarships, wellness initiatives, and community support. The platform features integrated donation processing, impact storytelling, and content management across diverse program streams — all presented under a unified national brand.

#### RELEVANCE TO RHF PROJECT

As a national charitable foundation with multiple distinct program areas, the Legion National Foundation is structurally analogous to RHF. The approach to multi-program content management (§4.3.4), impact storytelling (§4.3.3), and donation/engagement processing directly addresses RHF's needs. The unified brand experience across diverse programs (§4.3.2) is exactly what §4.1 requires.

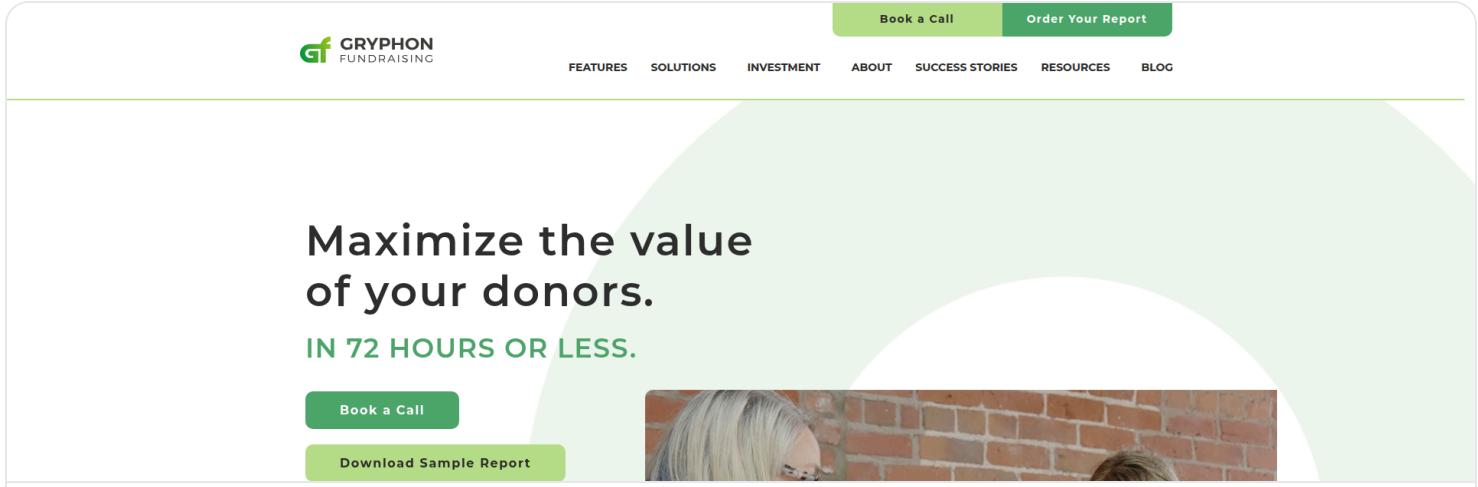
[\\$4.1 National Foundation](#) [\\$4.3.3 Impact Storytelling](#) [\\$4.3.4 Multi-program Content](#) [\\$4.3.2 Unified National Brand](#)

**NON-PROFIT****Youth Services Bureau (YSB)**[Bilingual](#) [WPML](#) [Multi-location](#) [21 sites](#)

Ottawa's largest youth-serving agency, operating across 21 physical locations with multiple service streams including housing, mental health, employment, and crisis support. Inkline built and maintains their bilingual WordPress platform with WPML, integrated crisis support pathways, and complex multi-location service organization.

**RELEVANCE TO RHF PROJECT**

Managing 21 locations under one platform directly parallels the multi-site consolidation challenge in §4.1. The bilingual WPML implementation (§4.3.3), complex service-stream information architecture (§4.3.4), and the scale of content management demonstrate Inkline's capacity for large-scale WordPress deployments that remain manageable by internal staff (§4.3.3).

[\\$4.1 Multi-site Platform](#) [\\$4.3.3 WPML Bilingual](#) [\\$4.3.4 Complex IA](#) [\\$4.3.3 Internal Staff Management](#)

**GRYPHON FUNDRAISING**

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IN 72 HOURS OR LESS.

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**NON-PROFIT SERVICES****Gryphon Fundraising**[Elementor](#) [Video](#) [B2B UX](#)

A B2B platform serving the non-profit sector with fundraising solutions, featuring sophisticated UX design, integrated video content, clean information architecture, and clear service/product categorization that guides potential clients through a complex offering.

**RELEVANCE TO RHF PROJECT**

The sophisticated UX and clean information architecture demonstrate Inkline's design capabilities for professional, audience-focused platforms. The approach to organizing complex service offerings into intuitive user journeys addresses §4.3.2's wireframing and UX requirements. Video integration and modern design patterns align with §4.3.3's innovative content delivery.

[\\$4.3.2 UX Design & Wireframes](#) [\\$4.3.3 Video Integration](#) [\\$4.3.4 Navigation & IA](#) [\\$4.3.2 User Flow Design](#)



**CPIN**  
Canadian Primary Care Information Network

**RCIP**  
Réseau canadien d'information pour les cliniques de première ligne

[Why CPIN?](#)[Services and Offers](#)[Studies](#)[About Us](#)

## Welcome to the Canadian Primary Care Information Network (CPIN)

An automated information exchange system to improve care and patient engagement in primary care settings. Compatible with all EMRs.



### HEALTHCARE TECH

#### Canadian Primary Care Information Network

[Bilingual](#) [SaaS](#) [Member portal](#) [Healthcare](#)

A healthcare SaaS platform providing EMR-compatible automated patient communications to primary care clinics across Canada. Features a member portal, bilingual architecture, and sophisticated data collection tools that integrate with external healthcare systems.

#### RELEVANCE TO RHF PROJECT

The CRM integration patterns used for CPIN's healthcare data systems are directly transferable to RHF's Salesforce integration needs (§4.2). The member portal demonstrates secure, role-based content delivery. Bilingual architecture (§4.3.3) and the SaaS integration complexity validate Inkline's technical depth for the API and third-party integration work RHF requires.

[\\$4.2 CRM/Salesforce Integration](#) [\\$4.3.3 API Integration](#) [\\$4.2 Bilingual EN/FR](#) [\\$4.3.3 Member Portal](#)

The screenshot shows the homepage of Camp Fortune's website. At the top left is the Camp Fortune logo with a skier icon and the text "Chelsea, Quebec FONDÉ EN 1920". The top right features links for "Conditions", "Heures", "Webcam", "Rejoignez notre équipe", "Recharger", and "EN". Below the header is a large image of a snowy mountain slope at night, illuminated by ski tracks. The overall theme is winter sports and recreation.

### TOURISM & RECREATION

#### Camp Fortune

[Bilingual](#) [WPML](#) [E-commerce](#) [Seasonal](#)

A bilingual tourism platform for the Gatineau Hills ski resort and adventure park, built with WordPress + Elementor + WPML. Features seasonal content management, WooCommerce e-commerce integration, event scheduling, and a complex multi-activity information architecture covering skiing, snowboarding, aerial park, camping, and mountain biking.

#### RELEVANCE TO RHF PROJECT

The bilingual WPML implementation (§4.3.3) on a content-rich, seasonally dynamic site demonstrates Inkline's ability to manage complex content that changes frequently — relevant to RHF's ongoing program updates. The e-commerce and event integration shows our range with third-party plugin ecosystems within WordPress. Built on the exact same tech stack proposed for RHF: WordPress + Elementor Pro + WPML.

[\\$4.3.3 WPML Bilingual](#) [\\$4.2 WordPress + Elementor](#) [\\$4.3.3 E-commerce Integration](#) [\\$4.3.4 Dynamic Content Management](#)



## Powering a Sustainable Future

NOVONIX IS A LEADING BATTERY TECHNOLOGY COMPANY AND THE MOST ADVANCED PRODUCER OF BATTERY-GRADE SYNTHETIC GRAPHITE IN NORTH AMERICA.

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### TECHNOLOGY

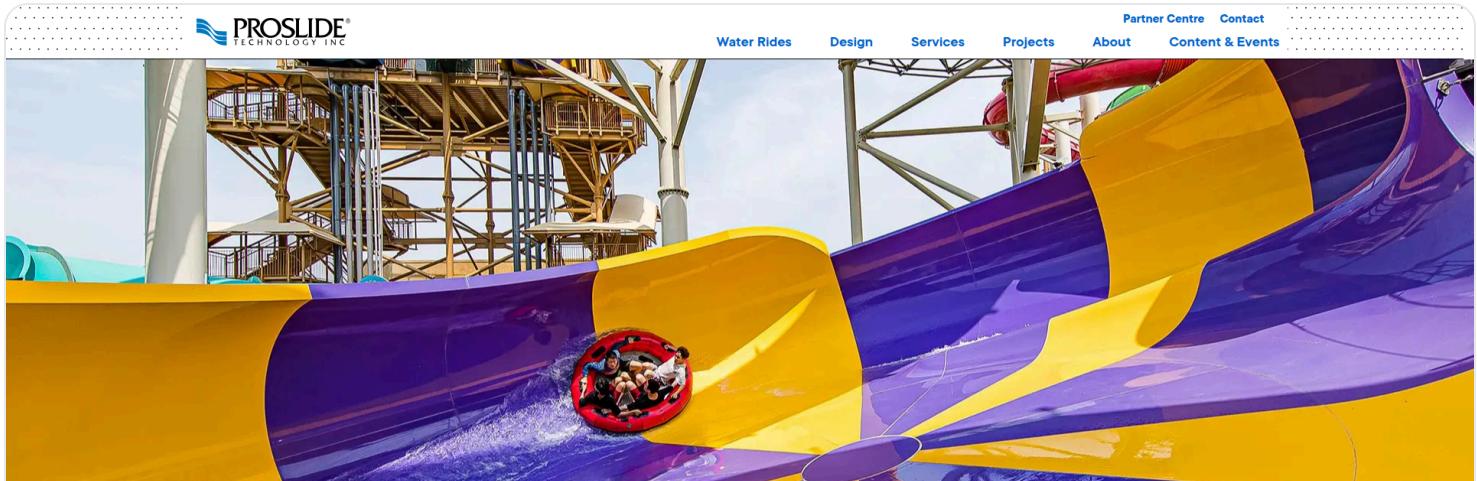
#### NOVONIX

[Corporate](#) [Investor relations](#) [Global](#) [Elementor](#)

A NASDAQ-listed battery technology company with operations in North America and global reach. Inkline built their corporate platform featuring investor relations portal, detailed product documentation, career integration, news and media centre, and multi-regional content management for diverse stakeholder audiences.

#### RELEVANCE TO RHF PROJECT

Managing a publicly traded company's web presence requires the same level of content governance and stakeholder communication that RHF needs. The investor relations portal and news centre patterns translate directly to RHF's impact stories and community engagement sections (§4.3.3, §4.3.4). The multi-regional content management approach informs our strategy for RHF's bilingual national content delivery.

[\\$4.3.3 Content Governance](#) [\\$4.3.4 News & Impact Centre](#) [\\$4.3.2 Multi-stakeholder Design](#) [\\$4.3.3 Internal Management](#)


### GLOBAL ENTERPRISE

#### ProSlide Technology

[WordPress](#) [Elementor](#) [WPML](#) [Global](#) [WP Engine](#)

A global water ride technology leader headquartered in Ottawa, with installations in water parks across six continents. Inkline built their WordPress + Elementor + WPML platform featuring extensive product catalogs, project portfolios, video libraries, multilingual content delivery, and an award-showcase system highlighting 39 years of industry innovation.

#### RELEVANCE TO RHF PROJECT

ProSlide's WordPress + Elementor + WPML stack is identical to what we're proposing for RHF (§4.2). The product catalog and project portfolio patterns translate directly to RHF's need to showcase grantees, program participants, and award recipients (§4.3.3). The multi-language implementation at enterprise scale validates our WPML approach for RHF's bilingual requirements. This is a WP Engine-hosted site, matching RHF's hosting environment.

[\\$4.2 WordPress + Elementor + WPML](#) [\\$4.3.3 Impact & Award Showcase](#) [\\$4.2 WP Engine Hosting](#) [\\$4.3.3 Content Cataloging](#)

## Welcome to the Mining Association of Canada

Since 1935, the Mining Association of Canada (MAC) has been the national voice of the

### NATIONAL ASSOCIATION

## Mining Association of Canada

Bilingual WPML National Resource library Elementor

Canada's national mining industry voice since 1935, representing the sector nationally and internationally. Inkline built their bilingual WordPress platform with WPML, managing an extensive resource library (reports, guides, presentations, mining facts), multi-stakeholder content for government, industry, and public audiences, and the Towards Sustainable Mining (TSM) initiative reporting framework.

### RELEVANCE TO RHF PROJECT

As a national association managing complex policy content for diverse stakeholders, MAC mirrors RHF's content complexity and national scope. The extensive resource library (reports, guides, fact sheets) demonstrates our ability to build the content management infrastructure RHF needs for publications and impact reporting (§4.3.4). Bilingual WPML (§4.3.3), multi-stakeholder navigation (§4.3.2), and government/public audience balancing are all directly transferable to RHF's requirements.

[\\$4.2 Bilingual EN/FR](#) [\\$4.3.4 Resource Library](#) [\\$4.3.2 Multi-stakeholder UX](#) [\\$4.3.3 WPML](#) [\\$4.1 National Organization](#)

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### EDUCATION & RESEARCH

## U15 Canada

Consolidation Bilingual WPML National Data-driven

The association of Canada's 15 leading research-intensive universities, consolidated from individual member profiles into a unified advocacy platform. Inkline built the bilingual WordPress + WPML site featuring data-driven impact visualization (\$8.5B in annual research, 156,000 degrees awarded), policy statement publishing, and content that balances collective U15 identity with recognition of 15 distinct member universities.

### RELEVANCE TO RHF PROJECT

U15 is the closest structural parallel to the RHF project — a consolidation of multiple member entities into one unified platform while preserving individual identity. This is exactly what §4.1 describes. The data-driven impact storytelling approach (§4.3.3) demonstrates exactly the kind of innovative national impact communication RHF needs. Bilingual WPML (§4.3.3) and the multi-stakeholder content architecture (§4.3.2) are proven at the national institutional scale RHF operates at.

[\\$4.1 Multi-entity Consolidation](#) [\\$4.3.3 Impact Storytelling & Data](#) [\\$4.3.3 WPML Bilingual](#) [\\$4.3.2 Unified Brand + Member Identity](#)

## Ready to Move Forward

From scope alignment to launch — here's what the path looks like from here.

### 1 Align on Scope

Attention Strategy + Inkline review this document together, refine scope boundaries, and confirm the responsibility split for each deliverable.

### 2 Combine Pricing

Merge Attention Strategy's strategy & design fees with Inkline's development pricing into a single, unified investment summary for RHF.

### 3 Submit Joint Proposal

Final proposal submitted by **March 2, 2026** as a unified Attention Strategy + Inkline submission addressing all §4.0 and §5.0 requirements.

### 4 Salesforce Discovery First

If selected, the first action is a deep-dive into RHF's Salesforce environment — mapping current objects, fields, and workflows to inform the form and CRM integration architecture.

### 5 Begin CPT Architecture in Parallel

While Attention Strategy leads discovery and design, Inkline begins building the custom post type data model, taxonomy structure, and ACF field groups — so the technical foundation is ready the moment design approvals land. This parallel-track approach is how we compress an ambitious timeline without cutting corners.

QUESTIONS? REACH OUT ANYTIME

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