



REQUEST FOR PROPOSAL

Website Redesign,
Replatforming,
&
Performance Marketing
Partnership

ADDENDUM #1 - QUESTIONS AND ANSWERS

Proposal Submissions Due: February 11 ,2026
Project Launch: April 2026

RFP ADDENDUM #1 - QUESTIONS AND ANSWERS

This Addendum is issued to provide responses to questions received regarding the Request for Proposal. All questions were submitted in writing and responses are being shared with all invited respondents to ensure a fair and consistent process.

This Addendum is considered part of the RFP documents. In the event of any conflict between this Addendum and the original RFP, the information contained in this Addendum shall govern.

Respondents are responsible for reviewing this Addendum and incorporating the information provided into their proposals. By submitting a proposal, respondents acknowledge receipt and consideration of this Addendum.

QUESTIONS & RESPONSES

Project and Expectations

Question: Can you share any business goals or information?

Response:

Our busy season begins in April, which drives the aggressive timeline. We need a new website and paid media strategy live by then to capitalize on peak demand. Our primary goals are to increase online rentals, improve store occupancy, and grow qualified online leads.

Question: Is there a predetermined budget for this project?

Response:

No, there is not a predetermined budget.

Question: Is there a drop-dead date the site must launch by?

Response:

Yes — April 1.

Question: Is the goal to choose one single partner for the website and paid media?

Response:

Yes. A single partner is strongly preferred.

Question: Given the aggressive timeline, would you consider launching a minimum viable product (MVP)?

Response:

We are open to any approach that meets the stated goals. However, the current site is on a proprietary platform and CMS, which may limit MVP options.

Question: Is there flexibility in how stores are rolled out on the new site or in paid media?

Response:

No. All locations must be included at launch on Day 1.

Question: Who will be the primary point of contact for weekly meetings?

Response:

Kathleen O'Neill, Director of Marketing

Projects and Expectations

Question: How many internal stakeholders will be involved in final design approval?

Response:

Stakeholders from Marketing, Operations, Acquisitions, and Executive Leadership will participate at various stages. The Marketing team will consolidate feedback and serve as the primary point of contact.

Question: Could you clarify the homepage design request?

Response:

This request is intended to evaluate your understanding of the self-storage industry, best practices for storage websites, best practices for website design and set up, and overall design approach. After receiving feedback, we are open to your creative solution and alternative approach to a full homepage design that conveys what is outlined above.

Marketing and Branding

Question: Are there brand standards you can share?

Response:

Brand colors are red (CMYK 25-100-100-25), black, and white. We are emphasizing the cow head circle mark in current logos over a previous full-body cow. Our tone of voice is Friendly Expert and Helpful Authority: knowledgeable and professional, while warm, approachable, and lightly playful—reflecting our cow mascot. We can use cow puns, but sparingly.

Question: Who is your target audience?

Response:

With 31 locations across multiple states, target audiences vary by market. Campaigns must be very localized. Most people who rent storage units are going through a life event and need a unit immediately so we need to appear when they need us while also running awareness campaigns and creating our own events that might spark an interest in potential customers like storage for decorations around the holidays, cleaning out garages, etc.

Question: Will the selected partner have access to photography and video assets?

Response:

Yes. The partner will have access to existing assets. Any new photography or video creation will be handled internally by our Marketing team.

Marketing and Branding

Question: Which social channels are currently active?

Response:

Facebook, Instagram, and LinkedIn. We also have a YouTube channel that is currently inactive.

Question: How many marketing contacts are emailed or targeted monthly?

Response:

We do not send marketing emails outside of reservation drip campaigns. It is not best practice in storage to target current customers via email marketing. We currently do not use audience lists in Google Ads.

Question: Will ongoing SEO/AEO support and content strategy be required?

Response:

We would like supplemental SEO direction as it relates to organic search results, GMB results and paid media performance and optimization. We currently work with a dedicated copywriter on an as-needed basis.

Question: Can you share current or projected paid media spend?

Response:

Our historical Google Ads spend has averaged \$30,000–\$35,000 per month across all locations. We are finalizing an updated budget that may increase significantly. For planning and modeling purposes, assume a total monthly paid media budget of approximately \$60,000 across all channels and 31 locations. Budget distribution by location will be dynamic and performance-driven, varying based on occupancy levels and lead volume goals. A general allocation framework is acceptable for this RFP.

Website

Question: Are there example websites or competitors we should reference?

Response:

Competitors vary by market. A current internal project models location pricing pages after Guardian Self Storage's promotional pricing structure.

Question: Will all existing pages need to be migrated?

Response:

Yes. Please plan to migrate all pages, with the understanding that we are open to reviewing and optimizing content as part of the process.

Question: What will the vendor be responsible for on an ongoing basis?

Response:

The intent of this engagement is to establish a long-term partnership focused on improving website performance, search visibility and supporting ongoing paid media performance. The vendor will be responsible for ongoing website optimization considering organic search results, paid media results and business goals. We will need executive-level performance reporting.

The goal is for the Marketing team to manage basic html, page creation, content updates, images, creative, and store information internally.

Question: Which parts of the site will be updated internally?

Response:

As much as possible. We want to be self-sufficient for updates that do not require advanced development.

Question: Will blog posts be added regularly?

Response:

Yes. We are launching a localized content strategy with up to four blog posts per month.

Question: Will franchise-specific pages be required?

Response:

We currently have 31 store locations that each need a specific page. They are all Moove In Corporate stores.

Website

Question: The RFP mentions two conversion paths—can you clarify?

Response:

The two primary conversions are online reservations (lead submission sent to the store) and completed online rentals.

Question: Will individual facilities manage their own pages?

Response:

No. All updates will be managed centrally by the Marketing team.

Question: How many users will access the marketing platform?

Response:

Approximately three users.

Question: Are you using any tools for local SEO or citation management?

Response:

We use BrightLocal for local SEO tracking. We are not currently using a citation claiming tool.

Integrations and Back End

Question: Is the current site built in ASP?

Response:

We cannot confirm the underlying technology. The site runs on a proprietary CMS with limited visibility and flexibility. Our current vendor manages most updates.

Question: Where is location and unit availability data managed?

Response:

All store and unit data (hours, contact info, sizes, pricing, availability, offers, taxes) is managed in Self Storage Manager (SSM) and must sync to the site in real time via API.

Question: What API integrations are required?

Response:

SSM and Veritec. Information on the SSM API was included in the same distribution as this addendum.

Integrations and Back End

Question: What type of location directory is needed?

Response:

The directory should prioritize usability and SEO. Requirements include at the all locations level, robust search, basic filtering and sorting and map integration. At the store specific level, we will need list and grid views, map integration and advanced sorting and filtering. We will rely heavily on your expertise here when choosing implementation.

Question: Will reservations and payments be built into the site?

Response:

The site will host the front-end experience. SSM handles reservations, lease signing, and payments via Global Payments on the back end.

Question: What information must be unique per location?

Response:

Most data will be pulled via the SSM API. Unique, CMS-controlled SEO content will live on individual location pages.

Question: Are you open to changing payment processors?

Response:

No. Global Payments via SSM will remain in place and is out of scope.

Question: Do you have a preferred CMS?

Response:

No. While we use WordPress for IRE,LLC, the team has experience across multiple CMS platforms.

Question: Are there additional integrations beyond Power BI?

Response:

SSM is the only other one at this time.

Question: Do all existing features need to be migrated?

Response:

Yes.

Integrations and Back End

Question: Are there features you want to add?

Response:

Improved site search, enhanced filtering and sorting, map integration, and live promotional pricing to start, along with website best practices.

Question: Are there third-party tools that must remain in place?

Response:

SSM, Veritec, and Global Payments are required. We use BrightLocal, Storage Reach and Social Pilot outside of the website third party tools. We are open to other suggestions but please include all costs in your proposal.

Question: Will sample location data be provided?

Response:

Need clarification on what information and the format you are looking for.

Question: What does the customer see after logging in?

Response:

The login and payment experience is hosted by SSM and linked from our site. This functionality is out of scope.

Question: What happens when a user completes a rental?

Response:

After lease completion, users receive access information (unit number, access code, move-in date) on-screen and via email. On the admin side, the information is sent to the store and Operations is notified. This is handled by SSM.

Question: Can you outline the reservation vs. rental flow?

Response:

- Rental: Payment → personal information → electronic lease → access details
- Reservation: Form submission only; no payment. Information is stored in SSM and sent to the property manager.

Integrations and Back End

Question: Are there administrative tasks required post-conversion?

Response:

No. Operations handles all post-conversion processes.

Question: Is the payment portal embedded or external?

Response:

For the online rental process, the payment processing is embedded in the rental process. For the monthly bill pay, it is an external site.

Question: Can you clarify tracking challenges mentioned in the RFP?

Response:

Our current GA4 and Google Ads setup incorrectly tracks “About Us” page visits as a conversion. Phone call tracking is another and can remain in place. This fix is top priority.

This Addendum modifies the RFP as follows:

- Project Scope
 - Ongoing support
 - The only ongoing support outlined specifically was budget optimization and performance testing for paid media.
 - For on-going support, we would like a cost breakdown for the following:
 - Supplemental SEO direction as it relates to organic search results and GMB optimization
 - Paid media management and performance optimization.
 - Website development and road map for enhancements or necessary coding changes
- Round 1 Submission Requirements
 - Proposed Homepage design
 - This request is intended to evaluate your understanding of the self-storage industry, best practices for storage websites, best practices for website design and set up, and overall design approach.
 - We are now open to your creative solution and alternative approach to a full homepage design that conveys what is listed above.



THANK YOU