




# REQUEST FOR PROPOSAL

Website Redesign,  
Replatforming,  
&  
Performance Marketing  
Partnership

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





# COMPANY BACKGROUND

Moove In Self Storage is a growing self storage operator with 31 locations across multiple regional markets. We focus on delivering a modern, customer-friendly storage experience while leveraging data-driven marketing strategies to drive occupancy, revenue, and long-term portfolio growth.

## PROJECT OVERVIEW

Moove In Self Storage is seeking a strategic digital partner to support a comprehensive website redesign and replatforming, paired with the setup and ongoing management of paid digital marketing initiatives and supporting SEO and AEO content. This project is a critical component of our localized marketing strategy and is designed to support both current operations and aggressive expansion planned for this year and beyond. Moove In will remain owner of all accounts and content.

The ideal partner will bring deep experience in conversion-focused website design, scalable CMS architectures, understanding of emerging trends, and performance marketing. This engagement will extend beyond launch, requiring ongoing optimization, paid media management, analytics oversight, and collaboration with our internal marketing team.

## PROJECT GOALS

The goals of this project include:

- Launching a modern, high-performing self storage website that improves user experience, brand presence, online rentals, and lead generation across all locations.
- Establishing a scalable, location-driven digital infrastructure that supports rapid portfolio growth.
- Driving measurable performance improvements through paid marketing channels with full visibility into attribution and ROI.

To reach these goals, Moove In Self Storage is now accepting bids in response to this Request for Proposal.



# SCOPE OF WORK

The selected vendor will be responsible for delivering and supporting the following:

## Website Redesign & Replatforming

- Full website redesign with a modern, clean UI aligned with the Moove In Self Storage brand
- Replatforming to a scalable CMS that supports multi-location management and two distinct conversion paths
- UX and CRO best practices to increase conversions and online rentals
- SEO and AEO-friendly architecture with strong local SEO foundations
- Location-level page templates and content structure for 31+ facilities
- Mobile-first, ADA-conscious design approach

## Paid Media & Performance Marketing

- Google Ads account setup, structure, and ongoing management
- Localized campaign strategy by market and facility
- Keyword strategy covering branded, local, amenities, event and intent based, competitive, and intent-based searches
- Ongoing budget optimization and performance testing
- Management of additional paid channels as recommended (e.g., paid social, display, retargeting)

## Tracking, Analytics & Backend Management

- GA4 setup and configuration
- Conversion tracking and event tagging across the website
- Google Tag Manager implementation and ongoing management
- Backend analytics support with executive and performance dashboards
- Clear reporting cadence with actionable insights
- Weekly meetings during set up and launch then weekly or bi-weekly meetings post-launch



# EXISTING ROADBLOCKS OR TECHNICAL ISSUES

- Need for improved internal control over content, layout, and location updates
- Inconsistent or incomplete set up and tracking across digital marketing efforts
- Managing localized marketing performance at scale across a growing portfolio

## BUDGET CONSTRAINTS

Moove In Self Storage anticipates a competitive, market-aligned budget for this engagement. Vendors should provide a clear breakdown of costs, including one-time project fees, third party costs and ongoing monthly management fees.


## EVALUATION METRICS

Moove In Self Storage will evaluate proposals based on the following criteria:

- Relevant experience and past performance with similar multi-location projects
- Website strategy and execution with understanding of the self storage industry needs
- Case studies demonstrating measurable results
- Technical expertise across web, paid media, and analytics
- Clarity, thoroughness, and feasibility of proposed scalable approach
- Cost structure and long-term partnership fit

## WHAT WE'RE LOOKING FOR

We are looking for a strategic, performance-driven partner who understands localized marketing, scalability, and data-driven decision-making. Ideal vendors will be proactive, transparent, and collaborative, with a proven ability to support growing, multi-location brands and stay current on all emerging trends and platform changes.



# QUESTIONS BIDDERS MUST ANSWER

- How would you approach a website redesign and replatforming for a 31-location, growth-focused self storage operator?
- How do you structure and manage Google Ads and paid media campaigns for multi-location businesses?
- How do you ensure accurate tracking, attribution, and actionable reporting across channels?
- What is your team structure and support plan in order to work the best with internal teams?

## SUBMISSION REQUIREMENTS

### Round 1 Submission Requirements:

- Relevant case studies and work samples
- Proposed approach, timeline, and budget range for non-proprietary website replatforming, website redesign, and paid media set up and execution. Include recommended third party costs.
- Proposed Homepage design
- Overview of team structure and ongoing support model
- References for web and paid media
- Submitted via email to [Marketing@MooveIn.com](mailto:Marketing@MooveIn.com)

### If chosen to move forward, Round 2 Requirements:

- Location page and check out process designs
- Deep Dive into execution of design, website, analytics, and paid media from Round 1 Submission
- Presented at in-person or Teams meeting

# TARGET DELIVERABLE SCHEDULE

Final Project Due: April 2026

The expected project completion date is April 2026 to capitalize on the self storage busy season. If this date needs to be adjusted, bidders should include a proposed revised timeline with justification. All proposed adjustments will be reviewed as part of the evaluation process.

## RFP TIMELINE

Bidders must adhere to the following guidelines:

### RFP Schedule

- **01/26/26** - RFP Release
- **01/28/26** - Morning availability for optional, high-level 30 minute intro call
- **01/29/26** – Deadline for written questions from interested parties
- **01/30/26** – Answers and clarifications distributed to all parties
- **02/11/26** – Round 1 Submissions Due 12:00pm
- **02/16/26** – Send feedback and notification of agencies moving forward
- **Week of 02/23/26** – Round 2 meetings scheduled
- **03/06/26** – New vendor selected and notified
- **03/11/26** – Agency in place
- **04/2026** – Website and PPC rollout

## CONTACT INFORMATION

All written questions and Round 1 submissions can be sent to:  
Marketing@MooveIn.com

For all other inquiries:  
Kathleen O'Neill  
Director of Marketing  
Koneill@irellc.com  
717-881-6974



**Moove In  
Self Storage**



# THANK YOU

