Statement of Objectives (SOO)

Website Management Services and SEO Search Engine Optimization for Air Education and Training Command Recruiting (Requirement Defined)

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1. Purpose

The Air Education and Training Command (AETC) seeks proposals for comprehensive website management hosting services, along with SEO Search Engine Optimization to support recruiting efforts for the Department of the Air Force (TF), including Active Duty, Air National Guard (ANG), Reserves, and Space Force. The contractor will ensure the availability, security, accessibility, and performance of digital platforms to engage and attract potential recruits. Services must align with Department of Defense (DoD) cybersecurity and accessibility standards while leveraging modern technologies, such as artificial intelligence (AI), to deliver personalized, scalable, and innovative solutions that enhance recruitment outcomes.

2. Background

AETC manages multiple recruiting websites and search engine optimization to connect with diverse audiences for Active Duty, ANG, Reserves, Space Force, and related programs. These platforms are critical for digital outreach, requiring robust technical support, content management, analytics, and optimization to drive engagement and lead generation. The contractor will provide centralized management, strategic innovation, and operational excellence, incorporating industry-leading practices like AI-driven personalization and mobile-first design to maintain and enhance these websites.

3. Period and Place of Performance

- **Period of Performance**: 1 December 2025 to 30 November 2030, with one base year and four option years.

- **Place of Performance**: Services will be performed remotely in a virtual environment. Specific platforms and tools will be finalized at contract award.

4. Scope of Work

The contractor will deliver comprehensive website management services, including search engine optimization, hosting, maintenance, security, accessibility, analytics, and optimization, to support DAF's recruiting objectives. Services will cover the following websites, with the potential for additional sites as designated by AETC:

- AirForce.com

- SpaceForce.com

- AcademyAdmissions.com

- AFROTC.com

- AirForceAds.com

- GoANG.com (URL redirects to AirForce.com but must be maintained under this contract)

The contractor will propose solutions to achieve the following objectives, balancing innovation with compliance and operational efficiency:

4.1 Website Availability and Performance

- Ensure websites are operational with a minimum uptime of 99%, using proactive monitoring and rapid response to outages.

- Optimize performance for fast load times across devices, prioritizing mobile-first design to align with industry standards (e.g., Google's Core Web Vitals).

- Explore progressive web app (PWA) capabilities to enhance offline access and app-like experiences for users.

- Execute industry search engine optimization to capitalize on tip-of-spear industry solutions for maximum performance.

4.2 Secure Hosting and Cybersecurity

- Provide a secure hosting environment compliant with DoD cybersecurity standards, including NIST SP 800-53 and DoD Risk Management Framework (RMF).

- Implement robust security measures, such as multi-factor authentication (MFA), encryption, and AI-driven threat detection, to protect sensitive data.

- Propose proactive strategies, such as automated vulnerability scanning and real-time intrusion detection, to address evolving cyber threats, ensuring minimal downtime and data breach risks.

- Support Authority to Operate (ATO) certification processes for new platforms, integrating seamlessly with existing DoD security infrastructure.

4.3 Website Maintenance, Content Management, and Search Engine Optimization

- Perform ongoing maintenance to ensure website content, structure, and functionality are accurate, relevant, and user-friendly.

- Implement updates promptly based on DAF's feedback, proactively identify issues, and recommend improvements.

- Adopt a headless CMS architecture to enable flexible content delivery across multiple channels (e.g., web, mobile, APIs) and streamline updates.

- Develop a content strategy to keep information current, engaging, and aligned with recruiting goals, including specific content tailored to federal, regional and local needs.

- Execute a strategy to execute primal search engine optimization along with industry standards and best practices.

4.4 Accessibility Compliance

- Ensure all websites meet Section 508 of the Rehabilitation Act and Web Content Accessibility Guidelines (WCAG) 2.1 Level AA standards.

- Conduct accessibility audits at least twice annually, leveraging AI tools for automated testing where appropriate, and address issues promptly to ensure an inclusive user experience.

- Describe expertise in accessibility testing and remediation processes.

4.5 Data-Driven Optimization and Analytics

- Use analytics, user feedback, and AI-driven insights to optimize website performance, user experience, and search engine visibility.

- Track key metrics (e.g., sessions, bounce rate, time on site, lead generation, conversion funnels) and conduct A/B testing to inform improvements.

- Provide customizable, real-time dashboards for DAF and stakeholders indicating website performance metrics.

- Ensure data accuracy and reliability, integrating legacy and future DAF systems, and other systems via APIs.

4.6 AI-Driven Personalization

- Leverage AI technologies to deliver personalized user experiences, such as tailored content recommendations based on user demographics, interests, or browsing behavior.

- Implement AI chatbots or virtual assistants to provide real-time support for prospective recruits, integrating with existing chat portals and ensuring DoD compliance.

4.7 Search Engine Optimization (SEO)

- Enhance organic website traffic through SEO strategies, excluding paid placements and direct traffic.

- Deliver industry-standard SEO outputs, such as keyword research, competitive analysis, and optimization recommendations, using AI tools to identify trending keywords and user intent.

- Develop an SEO strategy tailored to DAF recruiting, focusing on specific keywords and content.

- Adapt to search engine algorithm changes and demonstrate ROI to justify resource allocation, balancing government website constraints with best practices.

4.8 Recruiter Locator Functionality

- Maintain an accurate, up-to-date recruiter locator tool on AirForce.com and SpaceForce.com, using API connections to DAF systems, or other systems.

- Ensure functionality for DAF recruiters and locations, including states/territories without full API integration, using AI-enhanced geocoding for precision.

- Explore alternative solutions (e.g., Google/Apple Maps integration or AI-driven location suggestions) to enhance locator accuracy and usability.

4.9 Website Creative Strategy

- Develop a Website Creative Strategy outlining planned enhancements, including design updates, content improvements, user experience (UX) optimizations, and technology upgrades.

- Incorporate AI-driven UX testing to personalize designs based on user interactions and preferences.

- Ensure consistent branding across all TF websites while addressing DAF specific design and content needs.

- Incorporate user feedback into design and content updates, prioritizing flexibility to adapt to evolving DAF's priorities.

- Minimize disruptions during website updates and manage competing content requests efficiently using agile development methodologies.

4.10 Reporting and Communication

- Provide ad-hoc performance reports, quarterly reviews, and annual summaries covering website performance, security, and maintenance activities, enhanced with AI-generated insights.

- Tailor reports to meet DAF stakeholder needs, ensuring timely and accurate delivery.

- Reports will be jointly developed to meet DAF stakeholder needs, ensuring timely and accurate delivery.

- Maintain proactive communication to address issues and share recommendations, using collaboration tools for real-time stakeholder engagement.

4.11 Operational Management and Contingency Planning

- Evaluate and integrate new technologies, such as AI, machine learning, and cloud-native solutions, ensuring compatibility with existing systems.

- Develop a contingency plan to maintain 99% uptime and address outages, security incidents, or other disruptions, leveraging AI for predictive maintenance.

- Conduct regular security audits and penetration testing, prioritizing and resolving vulnerabilities promptly using automated tools.

- Collaborate seamlessly with third-party vendors (e.g., call centers, database teams) and DAF stakeholders to ensure operational continuity.

5. Government Furnished Information (GFI)

DAF will provide:

- Access to existing website content, analytics data, and relevant documentation.

- Timely feedback and direction on updates and enhancements.

- Access to APIs and systems (e.g., DAF CRM) for data integration.

- All work product and third-party services are property of the U.S. Government and will be returned on order within 24 hours of notification. All accounts for all services will belong to the U.S. government.

- No data from this work effort will be used outside of DoD.

6. Constraints

- Services must comply with DoD regulations, including:
  - DoDI 8500.01 (Cybersecurity)

  - NIST SP 800-53 (Security and Privacy Controls)

  - DoDI 8510.01 (Risk Management Framework)

  - DoDI 5400.11-R (Privacy Program)

  - DoDI 8582.01 (Privacy Impact Assessments)

  - Section 508 of the Rehabilitation Act

- - DoD Directive 5015.2 (Records Management)

- Protect sensitive information and adhere to security protocols.

- Coordinate with DAF stakeholders to align with recruiting objectives.

- All materials produced remain U.S. Government property.

- Federal and State privacy laws.

7. Desired Outcomes

The contractor's services will:

- Enhance TF's online presence through increased traffic, engagement, and lead generation.

- Deliver accessible, secure, and high-performing websites that support recruiting goals, with personalized, AI-enhanced user experiences.

- Provide actionable insights through advanced analytics and AI to optimize user experience and campaign effectiveness.

- Ensure compliance with DoD standards while driving innovation in website design, functionality, and technology integration.

- Support DAF-specific recruiting needs with tailored content, analytics, and recruiter tools, leveraging AI for precision targeting.

8. Fair Share (FS) Allocation

Services for individual TF components (e.g., ANG, Space Force) are subject to FS allocation. The FS percentage will be determined before services begin and recalculated annually based on budget and funding needs. The contractor will invoice services to the appropriate component funding lines and Sub-Contract Line Items (SLINs/SubCLINs) as specified in the contract.

9. Performance Metrics

The contractor's performance will be evaluated based on:

- Website uptime of at least 99%.

- 100% compliance with DoD cybersecurity and accessibility standards.

- Timely delivery of reports and updates per agreed schedules.

- Measurable improvements in website traffic, user engagement, lead generation, and conversion rates.

- Successful implementation of AI-driven features, such as personalization and chatbots, with demonstrated ROI.

- Effective collaboration with DAF, and third-party stakeholders.