

Tourist Development Council S.E.O and Social Media request for proposals

Questions continued for the S.E.O and social media request for proposals

-What is the total budget for this engagement? **S.E.O and social media are \$12,000 per contract.**

-Of the total budget, do you have an amount earmarked for pass-through media spend for Facebook paid ads? **Will discuss with selected agency based on total contract as shown above.**

-What is the duration of this engagement/contract? **Contract begins October 1, 2019 through September 30, 2020.**

-Regarding the SEO scope of work, will the county provide administrative access to the website (i.e. to update meta information, optimize on-page content, etc.)? Or will we only be able to provide recommendations for the county to implement? **No, recommendations will need to be made to me and I will have to implement whether it's something I can do directly or request through the webhost support.**