SONOMA COUNTY
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Request for Qualifications

This Request for Qualifications (**RFQ**) for Content Optimization is issued by Sonoma County Tourism (SCT).

SCT is looking to compile qualifications from freelance editors and SEO experts to be used to help update and optimize content on SonomaCounty.com.

This document comprises the following sections:

Section I: Company information
Section II: Project description and timeline
Section III: Evaluation criteria and instructions
Section IV: Qualifications and experience

Section I: Company information

Project	
Name	**RFQ title**
Sonoma County Tourism	*Content Optimization*
RFQ date issued: February 2023	**Response deadline:** *None*
Company description	*Sonoma County Tourism (SCT) is the official destination stewardship organization for Sonoma County, CA, and is dedicated to promoting overnight stays and creating a sustainable hospitality economy.* *SCT is a private, non-profit 501(c)6 organization, staffed by professionals in the fields of sales, marketing, communications, community engagement, and administration. It is governed by a volunteer board of directors, with input from committees, stakeholders, and the general public.* *The core values of SCT are **strategic, transparent, collaborative, inclusive, entrepreneurial,** and **trusted.** These values drive our strategic planning, and affect decisions for sales, marketing, and operations.*

Contact information		
Project lead name	**Phone**	**Email**
Jamie Trump	*707-522-5815*	*jtrump@sonomacounty.com*

Section II: Project description

Project information	
Project description	*Sonoma County Tourism is searching for qualified editors and SEO experts to help with website content updates, both editorial and SEO.*
Project goals	*Current edit needs have been identified and documented. Content editors will make these specific updates on a monthly and freelance basis.*

Section III: Evaluation criteria and instructions

Evaluation criteria	
Evaluation criteria	• *Content edit experience* • *SEO experience* • *Proven capacity to deliver the project requirements on time and on budget* • *Education*
Delivery and submission instructions	*Please submit completed application, resume, cover letter and work samples to Jamie Trump for consideration.*

Section IV: Qualifications and experience

Qualifications	
Education	

Experience	
Awards and recognition	

Additional Information	
Have you ever worked on a freelance basis? If so, how do you manage deadlines?	
Availability (hours/week, days)	
Hourly rate	
Provide contact information for three references	1. 2. 3.