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Solicitation Response(SR) | Dept: 0304 | ID: ESR04281500000003476 | Ver.: 1 | Function: New | Phase: Final | ▼ | Modified by batch , 04/28/2015

Header 🔲 ➖

⬛ List View ⌃

General Information | Contact | Default Values | Discount | Document Information

Procurement Folder: 89911	**SO Doc Code:** CRFP
Procurement Type: Central Master Agreement	**SO Dept:** 0304
Vendor ID: VS0000005179 ⬆	**SO Doc ID:** TOR1500000005
Legal Name: Aristotle, Inc	**Published Date:** 4/17/15
Alias/DBA: Aristotle	**Close Date:** 4/28/15
Total Bid: $0.00	**Close Time:** 13:30
Response Date: 04/28/2015 📅	**Status:** Closed
Response Time: 12:58	**Solicitation Description:** Addendum No.02 Tourism CRFP for Website ⌃⌄
	Total of Header Attachments: 0
	Total of All Attachments: 0

Proc Folder : 89911

Solicitation Description : Addendum No.02 Tourism CRFP for Website

Proc Type : Central Master Agreement

Date issued	Solicitation Closes	Solicitation No		Version
	2015-04-28 13:30:00	SR 0304	ESR04281500000003476	1

VENDOR

VS0000005179

Aristotle, Inc

Aristotle

FOR INFORMATION CONTACT THE BUYER

Guy Nisbet

(304) 558-2596
guy.l.nisbet@wv.gov

Signature X   **FEIN #**   **DATE**

All offers subject to all terms and conditions contained in this solicitation

RESPONSE TO CRFP 0304 TOR1500000005

ATTACHMENT A: VENDOR RESPONSE SHEET

**West Virginia Division of Tourism
Website Design and Development**

April 28, 2015

Guy Nisbet
Department of Administration, Purchasing Division
2019 Washington Street East
Charleston, WV 25305-0103
Phone: 304.558.2596
Email: guy.l.nisbet@wv.org

West Virginia Division of Tourism
90 MacCorkle Ave. SW.
South Charleston, WV 25303
Web: www.gotowv.com

Marla Johnson
CEO
Aristotle, Inc.
401 West Capitol Ave, Suite 700
Little Rock, AR 72201
Phone: 501.374.4638
Email: mjohnson@aristotle.net
Web: www.aristotle.net

Contents

EXECUTIVE SUMMARY

Although we may flinch at the thought of being old, there are advantages to it. Think of the intelligence and expertise that Aristotle's 20 years of marketing destinations online can bring to the West Virginia Division of Tourism. It wouldn't mean much if Aristotle were still doing what it did in 1995 B.G. (Before Google), but we haven't stood still. In fact, like the Great Wayne Gretzky, Aristotle has demonstrated an uncanny ability to see "where the puck is going." So, not only will West Virginia get the benefit of deep-down, in-the-weeds technical and marketing savvy based on 20 years of experience, but the State will also get insights into the future of travel marketing online.

The response that follows provides the necessary details regarding our qualifications, project experience, staffing and clients' results. Repeatedly, we have shown that we can develop beautiful responsive websites for travel destinations that are easy to use, easy for search engines to index, and effective at delivering inspiration, travel tools, maps, data and tour guides to customers and sales leads to the tourism industry. In addition, we have built marketing platforms – engines, if you will – that the staff such as those at the West Virginia Division of Tourism can use every day to get the necessary work done and respond to a myriad of stakeholders in our field.

Aristotle is very selective when it comes to responding to RFPs, but chose to respond to this one because of the focus in the document on Project GOALS. Aristotle's team and approach is very goal-focused, and it shows not only in the fact that we have had satisfied clients for so long but also in the results and goal attainment on behalf of our clients. There is not anything that is requested in this RFP that Aristotle has not done repeatedly and well. (We are what we repeatedly do. Excellence, therefore, is not an act, but a habit. – Aristotle)

Finally, the mandatory requirements and expectations of value and ROI are doable for Aristotle. Our plan is laid forth to provide the following for a competitive price:

1. **An Effective Marketing Platform**
   We would like to turn GoToWV.com into a "sales lead generator" and a "marketing platform." We know that the end goal is conversions by bringing visitors to your area. We will build a website that encourages and entices visitors to take action. We have proven experience in driving traffic to destination websites and increasing conversions for our clients.

2. **A Beautiful Website that Engages Visitors**
   At the end of the day, it's all about the customer. We will deliver a quality user experience to your customers and deliver your branding messages in a way that will resonate, whether on a phone, tablet or desktop. The information and tools will meet your customers' needs.

3. **A Strong and Flexible Database & Feature-rich Infrastructure**
   The trick is to turn your data into compelling and effective content for potential visitors. We take great care in refining our data display tactics for our clients and include details such as map placement and social channel integration. We spend even more time refining our back-end user process to help your industry partners access and update their own listings.

4. **A Focus on the Audience of the Future**
    West Virginia Department of Tourism needs a website that can take advantage of new technologies. We will work with you to bring in (and phase out) features as the industry changes. We've thrived in the technology business for so many years because of our ability to innovate again and again as the industry has changed. Our methodology has always been that of a lean start-up: create, get it out there for people to use, test it, improve it, learn from it and move on.

5. **A Collaborative Spirit**
    We firmly believe that "it takes a village." Having worked with many tourism clients over the years, we have developed a culture of collaboration. Our commitment to collaboration among our 50 plus expert employees, our clients and their stakeholders has continually been a game-changer for us. That's really our secret sauce: understanding the needs of our clients and their stakeholders better than anyone else in the business.

We understand that with this RFP you are making an investment in West Virginia's future. Aristotle commits to a positive return on that investment with strategy, solutions, cutting-edge practices and technology, measurable results as well as customer service and efficient project management. We've prepared the following document to give you an idea of how we will do this for you.

Thank you for the opportunity,

Marla Johnson
CEO and Cofounder, Aristotle Inc.

QUALIFICATIONS AND EXPERIENCE

Company Description, History and Experience (3.1)

3.1 Company description, history and years of experience related to the development and design of a destination marketing website.
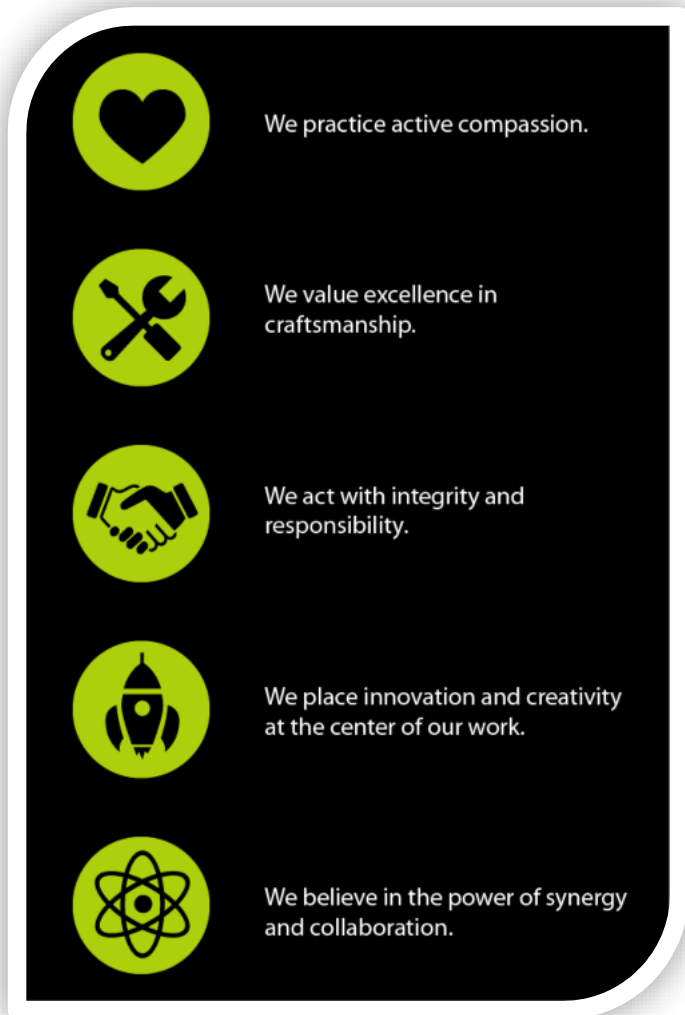
In 1995, a group of innovative young people embarked on a journey to master the use of the World Wide Web, and Aristotle was formed. Today, Aristotle is a nationally recognized, award-winning, full-service website design and interactive marketing agency. We offer strategic digital solutions that increase profitability and reach and market share, and we understand how technology and the customer experience merge.

We are one of the largest Web design and interactive agencies in the United States. We serve tourism and destination marketing organizations across the country including the Arkansas Department of Parks and Tourism, the Kentucky Department of Travel and Tourism, the Utah Office of Tourism, Elvis Presley Enterprises, Lake Havasu City CVB, Gulf Shores and Orange Beach Tourism, Silver Dollar City, Long Island CVB, Vicksburg CVB, Utah Valley CVB, and Atlantic City CVA. Why? Because what we do works, and we're always striving to do better than we did before.

We've built a powerhouse state tourism website, Arkansas.com, that has consistently been one of the most visited state tourism websites in the entire country (Experian Hitwise). Several years have passed with Arkansas.com in the top five websites each and every month. We have worked with Kentucky for a few years now and have brought the site up in the ranks with an array of services that have catapulted it to one of the top 20 most-visited state tourism sites in the U.S.

So, what sets us apart? We believe it's the core values that Aristotle was founded upon, values we've put into action every day of the past 20 years of business. Our commitment to collaboration among our 52 expert employees, our clients and their stakeholders has also continually set us apart. That's really our secret:

We practice active compassion.

We value excellence in craftsmanship.

We act with integrity and responsibility.

We place innovation and creativity at the center of our work.

We believe in the power of synergy and collaboration.

understanding the needs of our clients and their stakeholders better than anyone else in the business. We are inspired everyday by the people whose livelihood depends upon the success of our websites. From that inspiration we have built processes, metrics and other tools to help us meet your needs and the needs of your collaborators. We know we can truly make a difference and positively affect and enhance your work.

Aristotle has also enjoyed many firsts in the industry. In 1998, we launched one of the first state tourism websites in the country, Arkansas.com, powered by one of the first online lodging, dining and attractions databases in the US, developed by Aristotle and our client. We were also a pioneer in Search Engine Marketing several years before Google became a household name. We were one of the first interactive marketing agencies to execute an online banner advertising campaign and the first in the country to conduct website focus groups and online conversion studies for destinations. Today, we benefit from a longevity and breadth of experience that most Web design firms and interactive marketing agencies cannot boast.

Organizational Chart (3.2)

3.2 An Organizational Chart listing names, title and the number of full time staff currently employed and the employees that would be working directly with the contract awarded under this RFP.

Name	Department	Job Title	Start Date
Rosemary Shelley	Administration	Accounting Clerk	2/23/2009
Christi Seatts	Administration	Administrative Assistant	10/20/2003
Patricia Wilkes	Administration	Human Resource Manager	7/6/2010
Dwana Mitchell	Administration	Receptionist	3/9/2015
Marla Johnson	Business Officers	Cofounder / Chief Executive Officer	8/1/1995
Elizabeth Bowles	Business Officers	Chairperson / President of ISP	2/6/2000
Terry Norris	Business Officers	Secretary / COO	5/20/1998
Robert Lindstrom	Business Officers	Treasurer / CFO	9/22/2003
Jennifer Peper	Business Officers	Vice President / President of Interactive	3/21/1996
Angela Mooney	Client Marketing	Client Services	11/1/2010
Chris Newell	Client Marketing	Customer Service Coordinator	6/27/2007
Nancy Neal	Client Marketing	Marketing Specialist	5/22/2000
Marla Shivers	Client Marketing	Marketing Specialist	6/15/1999
Sarah Stashuk	Client Marketing	Marketing Specialist	12/27/1999
Connie West	Interactive Division	Administrative Assistant	7/29/2008
Preston Trimble	Interactive Division	Assistant Producer	3/4/2014
Benjamin Waldrum	Interactive Division	Assistant Producer	4/6/2015
Jeffrey Cirigliano	Interactive Division	Assistant Producer	8/26/2011
Jason Shivers	Interactive Division	Chief Videographer	3/31/2003

Jeffrey Bruton	Interactive Division	Developer	3/2/2015
Shilpa Ranade	Interactive Division	Developer	8/1/2011
Scott Rockers	Interactive Division	Developer	10/13/2011
Donald Ferren	Interactive Division	Developer	1/24/2000
David Harvey	Interactive Division	Developer	2/20/2006
Kristi Stewart	Interactive Division	Developer	6/13/2011
Andrew Watt	Interactive Division	Developer Manager	1/13/2000
Ben Brockman	Interactive Division	Internet Marketing	5/20/2014
Dina Pruitt	Interactive Division	Producer	8/1/1995
Michael Deloney	Interactive Division	Producer	7/21/2014
Jan Kelley	Interactive Division	Producer	3/4/2008
Laura Kirk	Interactive Division	Producer	12/28/2012
Leslie Taylor	Interactive Division	Producer	12/9/2013
Whitney Ward	Interactive Division	Producer	6/18/2014
Lauren Newell	Interactive Division	Producer	5/15/2006
Conor Hennelly	Interactive Division	Client Development and PR Associate	4/13/2015
Matt McClellan	Interactive Division	Client Development Consultant	11/3/2014
Hallie Shoffner	Interactive Division	Marketing Strategist	12/12/2013
Tina Van Horn	Interactive Division	Vice President of Marketing	10/1/1999
Harrison Maddox	Interactive Division	Writer	8/2/2010
Jill Schumacher	ISP	Administrative Assistant	5/31/2011
Ronald Bradley	ISP	Customer Service Agent	1/2/2014
Clayton Bowles	ISP	Manager of Technical Services	8/1/1995
Jonathan Vansandt	ISP	Manager of Wireless Division	10/28/2013
Bert Shivers	ISP	Network Administrator	8/1/1995
Shawn Robertson	ISP	Network Engineer	1/13/2000
Joshua Hofford	ISP	Network Engineer	3/12/2007
Michael McCullar	ISP	SALES	3/29/2015
Dustin Stock	ISP	Wireless Engineer	8/23/2010
Donald Alexander	ISP	Wireless Installer	2/2/2015
Johnathan Zylma	ISP	Wireless Installer	4/21/2014
Adrian James	Interactive Art	Digital Artist	7/5/2000
Christopher Stashuk	Interactive Art	Director of Art	8/1/1995

Staff Assigned to this project and their roles:

Marla Johnson
Aristotle Co-founder, CEO and Chief Strategist

Expertise: Internet and integrated marketing, strategy research, design and tracking methodologies in a variety of industries including travel/tourism, destination marketing, healthcare, retail and B2B

As co-founder of Aristotle, Marla is one of the driving forces behind the company's success. Actively involved in research, marketing and tracking methodologies since 1995, Marla designed and conducted one of the first website focus groups and was instrumental in the development of the first online conversion study.

While working with digital artists and programmers to complete a video game for Electronic Arts in 1994, a friend and future co-worker said, "You all should start an Internet company." This began Marla's whirlwind study of Internet technology and led to the formation of Aristotle.

Under Marla's leadership, Aristotle has grown into a nationally recognized Internet and interactive agency, garnering international recognition for innovation and excellence and winning national "best of industry" awards for many of its clients. Today, Marla keeps Aristotle clients on the leading edge of technology trends. She also develops strategic marketing plans and conducts research on behalf of many of them.

A nationally recognized expert and speaker on Internet and integrated marketing, Marla has been a frequent keynote speaker on marketing trends and seminar leader for hands-on marketing tips and tricks. Marla speaks to industry groups nationwide covering several areas of her expertise including successful and accountable online marketing, strategic branding and design, research methodology and reporting, tracking and metrics, email marketing, destination marketing, social networking trends and integrated PR and advertising.

Jennifer Peper
President, Strategist and Leader of Operations

Expertise: Marketing and project coordination and Internet business consulting ranging from major corporations and large tourism associations to small businesses and local destinations

With more than 16 years of experience in marketing and project coordination and seven years' experience in Internet business consulting, Jennifer Peper provides Aristotle's clients with expert, professional guidance and training. Under her leadership, Aristotle's business consulting division has developed a reputation for providing creative, astute and workable online solutions for business development and public interest needs.

Her consulting experience ranges from major corporations and large tourism associations to small businesses and local destinations. Her Internet consulting expertise includes the tourism, financial, medical, community, non-profit, manufacturing and e-commerce industries. Jennifer also designs and coordinates online customer surveys and in-house strategic planning sessions for Aristotle clients.

Christopher Stashuk
Creative Director

Expertise: Award-winning Web design, high-end digital photography and IPIX immersive tours for tourism clients including Elvis Presley Enterprises and Arkansas Department of Parks and Tourism

Christopher Stashuk helped found Aristotle in 1995 as the Art Director. He graduated in 1991 from the University of Arkansas at Little Rock with a Bachelor of Arts in Graphic Design and Illustration. Christopher graduated Magna Cum Laude and was a member of the Donaghey Scholars Program. He won numerous art show awards and was a National Phi Kappa Phi Honors Society member.

In his capacity as Creative Director for Aristotle, he has designed award-winning websites, multi-media CD-ROMs and kiosks for clients such as North Little Rock Foods, The Cliffs Communities, Arkansas Arts Center, Earth River Expeditions, Elvis Presley Enterprises, Arkansas Department of Parks and Tourism, Stephens Inc. and Leisure Arts. Many of Christopher's designs have received national recognition and awards for excellence and have been featured in the national media. Christopher's work has also been highlighted in several design publications. A specialist in high-end digital photography and IPIX immersive tours, Christopher has photographed Aristotle clients such as Macaroni Grill, Maggiano's, Elvis Presley Enterprises, Oaklawn Jockey Club, Earth River Expeditions, Fireworks.com, The Department of Arkansas Heritage, Arkansas Department of Parks and Tourism, Vratsinas Construction Company and New England Outdoor Center. Christopher has enabled Aristotle to support its clients with top quality photographic solutions in the studio or in the field, whether it be interior spaces, food, action sports, portraiture or expeditions in Chile.

Laura Kirk
Senior Project Manager/Client Relation Specialist

Expertise: Project management, advanced production methodologies, process and workflows, new product development, client relations

Laura is one of Aristotle's top project managers with several of our larger travel/tourism clients including Arkansas State Parks and the Atlantic City Convention and Visitor Authority. She is also the Senior Project Manager assisting with inside sales, new products and services and training on more advanced production issues. It was Laura who executed our first and very successful agile development of DoAC.com. During this process, she managed the integration of Get Smart Content, ExactTarget and SMI for business listings and for meeting and conventions. The client is thrilled with their new site and the team was able to complete the site on time and come in under budget.

Andrew Watt
Lead Developer

Expertise: Programming and website coding specializing in developing SQL applications for the Web including customized database design work for clients such as the Kentucky Department of Travel and Tourism and Arkansas Department of Parks and Tourism

Andrew Watt attended the University of Southern California (USC) and graduated in 1999 with a Bachelor of Science in Computer Science/Computer Engineering. Andrew joined Aristotle in December of 1999 working as a programmer and website coder. Andrew specializes in developing SQL applications for the Web and working with third-party services such as SimpleView and SMI. He also develops mobile apps in both iOS and Android. Andrew is the director of Aristotle's software development division.

Dina Pruitt
Producer

Dina Pruitt helped launch Aristotle in 1995 and has been instrumental in helping clients establish successful websites, interactive applications and online marketing campaigns. Dina has managed the launch of award-winning websites and marketing campaigns for clients such as Albuquerque CVB, Alabama Gulf Coast CVB, Memphis CVB, West Hollywood CVB, Arkansas State Parks, Stone Mountain Park, and Travel South USA.

From November 2012 through April 2015, Dina spent time in the government technology industry managing citizen projects for Arkansas State Police, the Arkansas Attorney General's Office, and the Arkansas Department of Higher Education. During her tenure with NIC, a national e-government solutions company, Dina honed her project management skills and applied her usability training to deliver high-profile projects to agencies that accomplished complex government processes yet were easy and intuitive for citizens to use. As a Producer with Aristotle, Dina has more than 19 years of experience organizing, planning, and developing websites and interactive projects. With a unique combination of technical, marketing and creative know-how, Dina provides her clients with cutting-edge solutions that maximize budget allocations. By focusing on a client's specific goals and integrating a broad knowledge of website marketing into her daily work flow, Dina manages projects of considerable size to create flawless, easy-to-use websites and applications designed to produce results.

Michael Deloney
Maintenance Producer (Analysts/Operations)

Expertise: Project management, web production and maintenance, process and workflows

Michael is a website project manager with 6 years of experience. He has a background in web/graphic design and development. He is an expert in user interface and user experience for national and international organizations. Michael works with Aristotle clients as a maintenance producer to handle all incoming maintenance projects which range from assembling text changes to additions of internet portals.

Adrian James
Artist

Expertise: Award-winning graphic design and illustration including Web design, digital and technical illustration as well as flash and video animation for clients such as Kentucky Department of Travel and Tourism, Arkansas Department of Parks and Tourism, Atlantic City CVA, Elvis Presley Enterprises and more.

Adrian James is an award-winning web designer for many Aristotle projects producing a string of fourteen Bronze Quill, Addy and WebAwards. In addition to his interactive design skills, Adrian's knowledge of design extends to award-winning print work, crafting logos, advertising and billboard campaigns for clients including Aristotle itself. He has produced everything from full-color books to product packaging. Pop culture icons including Evanescence and Moby have trusted their print projects and branding to Adrian, including movie soundtrack and album covers, logos, posters and t-shirts.

Shilpa Ranade
Developer (Scrum QA)

Expertise: .NET Framework, database design and optimization, technical SEO, HTML front-end development, JavaScript, and CSS animation

Shilpa joined Aristotle in 2011 as a front-end and back-end programmer. Shilpa has is a Microsoft Certified Technology Specialist for .NET Framework and knows C#, Visual Basic, JavaScript, HTML, XHTML, Web Services, WCF, LINQ, CSS, ASP, ASP.NET, XML and AJAX.

Sarah Stashuk
Director of SEO, Media Buying and PPC

Expertise: Search engine optimization, keyword buy, online media campaign optimization

Sarah leads a team of experts who are knowledgeable in all aspects of organic and paid search marketing. With more than 14 years of experience, Sarah has built a wealth of knowledge regarding online marketing and the ever-changing rules of search engine optimization and online media buying. Her work with Albuquerque CVB, Arkansas Department of Parks and Tourism, Huntington Beach, Kentucky Tourism, Elvis Presley Enterprises, Silver Dollar City and South Carolina Department of Parks, Recreation and Tourism is award-winning and has generated significant ROI for our tourism partners.

Subcontractors (3.3)

3.3 Subcontractor company information and references.

Aristotle does not plan to subcontract for website development or online marketing work for West Virginia.

List of Accounts Gained and Lost and Associations (3.4)

3.4 A list of all accounts gained and lost in the last 12 months with a description of why accounts were list, and a list of memberships in any local, national, or international advertising, marketing or public relations associations.

Accounts Gained:
San Jose CVB
City of Orange Beach
Southwest Power Pool
WELSCO
Tri-Cities VCB
Arkansas Single Parent Scholarship Fund
Utah Office of Tourism
Arkansas Division of Legislative Audit

Accounts Lost:
Baptist Health – consolidated all web and advertising under their ad agency

Trade Associations:
Destination Marketing Association International
Kentucky Travel Industry Association
US Travel Association
Arkansas Hospitality Association

References (3.5)

3.5 Contact Names, telephone, email and fax numbers of two additional clients, who may be contacted by the Agency as references, for which similar services have been provided as referenced in this RFP.

Kentucky Tourism Contact
Kathy Yount
Chief Marketing Officer
Kentucky Tourism
www.kentuckytourism.com
Capitol Plaza Tower
500 Mero St., 22nd Floor
Frankfort, KY 40601
501.564.4930
Kathy.yount@ky.gov

Utah Office of Tourism Contact
Jay Kinghorn
Director of Communications and Digital Strategy
Utah Office of Tourism
www.visitutah.com
300 N. State Street
Salt Lake City, UT 84114
801.538.1422
jkinghorn@utah.gov

Gulf Shores & Orange Beach Tourism Contact
Shelley Piraino
Internet Marketing Manager
Gulf Shores & Orange Beach Tourism
www.gulfshores.com
P.O. Drawer 457
Gulf Shores, AL 36547
334.974.1510, Ext. 402
spiraino@gulfshores.com

Case Studies of Similar Projects (3.6)

3.6 Provide details of the complexity of projects performed and the volume of the services provided that may include specific examples, tracking and monitoring of the project, comprehensive evaluation of the project.

Responsive Web Design Case Studies

Kentucky Department of Travel
www.kentuckytourism.com
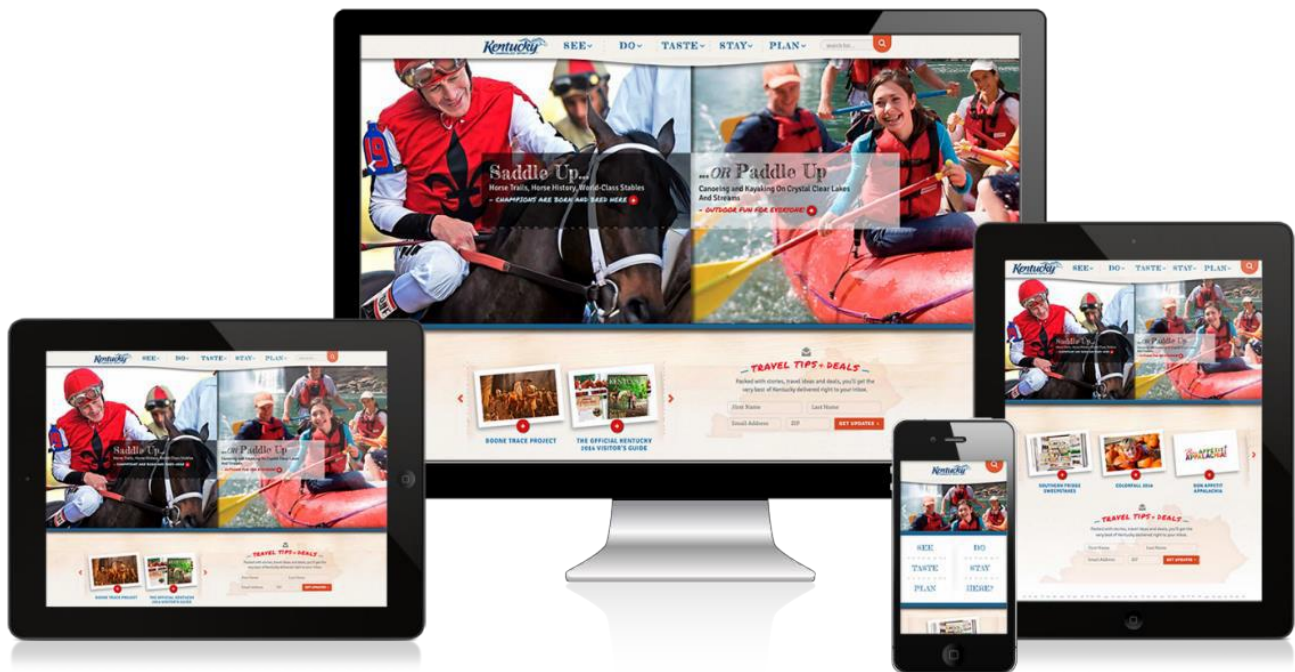
Kentucky is one of the best kept travel secrets in the country, and Aristotle began work with the Kentucky Department of Travel & Tourism in 2009 to build an online presence to raise awareness and show the incredible diversity of the state.

Design & Personality
October 2014, Aristotle launched a new responsive web design for Kentucky. This design is responsive - programmed to automatically adapt to all screen sizes – and uses the paneling style to feature content about events, travel information and attractions throughout the regions of the state. As you load the site and scroll, you will notice some engaging CSS animation that brings attention to important parts of the page. Aristotle's creative team devised a "comparison" main page promotion that shows the diversity of Kentucky and highlights some popular features of the state. It serves to appeal to a variety of audiences and to showcase activities, regions and partners.

Enhanced Features

The new site has some really cool features!

- Engaging words and fonts: The new website features some fun copy and fonts to show the variety of tourism activities Kentucky has to offer, from bourbon to arts to music to food to horses. Kentucky has it all!

- Super-navigation features an interactive regions map: Aristotle has found in countless studies and focus groups that maps with key cities are an important travel planning tool. This map is front and center to orient the website visitor to the state, its regions and cities and provide the opportunity to explore.

- CSS Animation and JavaScript: The website is designed to engage the user while they scroll down the page. Subtle animations are triggered by scrolling and draw the eye to important content and calls to action.

Website Performance

The website has always performed extremely well with Aristotle's design and SEO strategies. We implement a highly successful optimization strategy for KentuckyTourism.com and have seen the benefits of this for many years.

As the following graphs show, we were able to significantly increase traffic in 2013 over 2012. Traffic between January – October 2014 is also up 10% over the same time period in 2013.

CALENDAR YEAR-TO-DATE

KentuckyTourism.com

M.KentuckyTourism.com
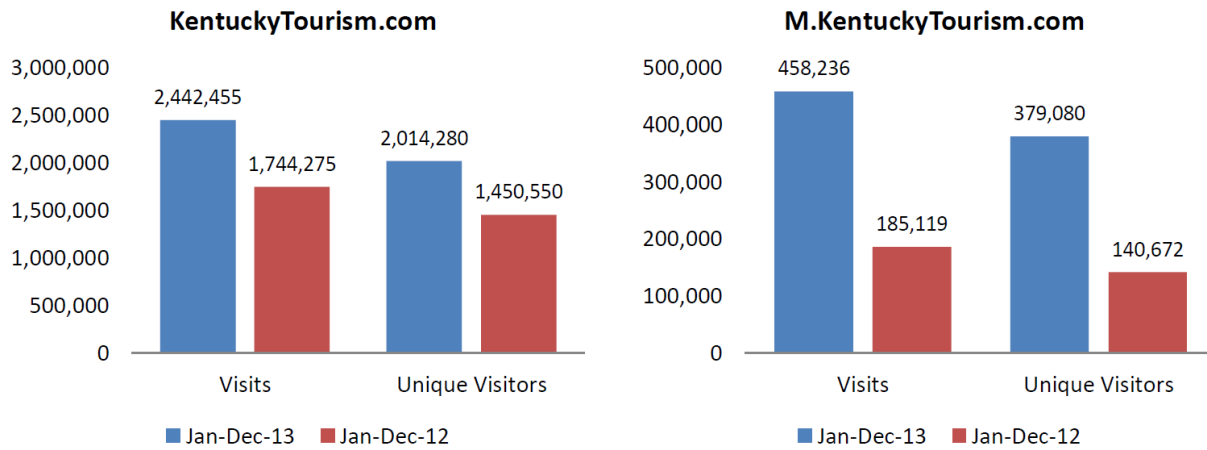
The most prominent change in traffic is, not surprisingly, in mobile/tablet traffic.

Sessions-Tablet/Mobile Year-to-date
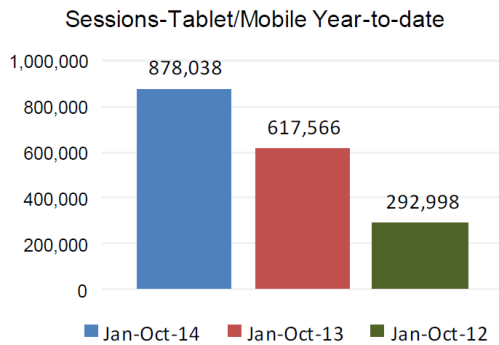
In fact, since beginning our work with Kentucky in 2009, we have successful helped KentuckyTourism.com grow from being in the Top 40 to being in the Top 15 most visited state tourism websites in the country (Experian Hitwise).

Gulf Shores & Orange Beach Tourism
www.gulfshores.com

Aristotle has worked with Gulf Shores & Orange Beach Tourism (formerly the Alabama Gulf Coast Convention & Visitors Bureau) since 1999 to develop a Web presence that positions the area as a major vacation destination. Last year, Aristotle launched the first redesign of GulfShores.com to overwhelming success. Traffic to the website more than quadrupled. Conversion studies showed that 69.96% of all online inquiries resulted in Alabama Gulf Coast trips, and, of those, more than half were first-time visitors.

Design and Personality
Aristotle launched the most recent redesign in January 2014. The website is responsive and captures the personality of the destination with stunning photography and color. The messaging intentionally makes you think about New Orleans – Gulf Shores is only a short drive from there and the culture is just as close. This is a sunny site with white beaches and blue skies, with many activities for the whole family. This is purposefully NOT Miami. Instead, it is a comfortable, down-home kind of place where you can just be you. There are not many fashionistas on this beach but lots of cute kids and relaxed parents.

Enhanced Features

The design and functionality of this site is one of the region's most engaging and interactive. The redesign boasts enhanced features such as content curation from blogs, relevant news outlets and social networks. The page featuring the area's excellent fishing activities is populated from content strictly about fishing (www.gulfshores.com/fishing). On this curated page a user can access all the necessary trip-planning tools they need: information about charters, cruises and marinas; access to special fishing-related deals at local businesses and access to fishing-related events such as upcoming tournaments. There is even access to a list of restaurants that will "cook your catch" all year long.
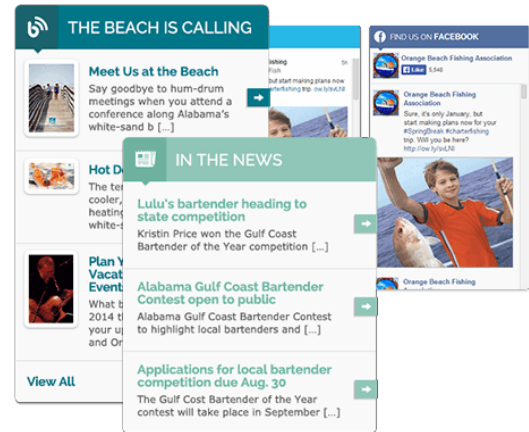
For great content, website visitors can read fishing-related articles pulled in from the Gulf Shores blog such as "Tips to Reel in a Great Catch During Cooler Weather" by pro-fisherman David Rainer. Finally, visitors can see what others are catching from Twitter and Facebook feeds pulled in from a tourism partner, the Orange Beach Fishing Association. As you can see, the fish were biting over the Thanksgiving weekend!

Mobile Version Special Features

Our team also conceptualized and built a special mobile version feature called "Already Here" that allows on-site vacationers to find lodging, dining, events and other activities nearby.

Website Performance

GulfShores.com has always performed well. Besides great design, Aristotle ensures the website is optimized for search on a monthly basis. To that end, our team examines keyword opportunities, optimizes text and performs technical SEO audits to ensure all pages have the appropriate metadata. Using responsive design and this SEO strategy, Aristotle reported an immediate increase in traffic after the launch of the responsive redesign of GulfShores.com on January 8, 2014. February 2014 resulted in a 17% increase in traffic over February 2013 and a 13% increase YTD. That increase was entirely driven by mobile and tablet traffic with a 256.6% increase and a 49.6% increase respectively. More than 80% of all visitors were unique. That success has continued in the months since the redesign with a 38% increase in traffic overall YTD. Again, mobile traffic has been the driver of that success. In October 2014, mobile visits increased 100% over October 2013 and increased 138% YTD.
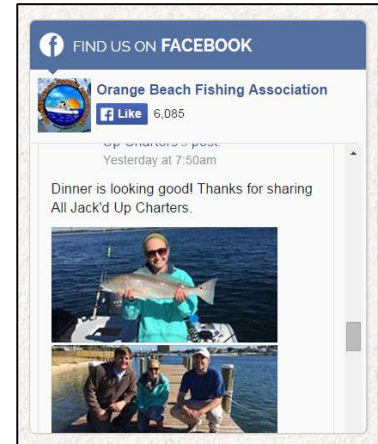
In addition to this incredible success, the Web Marketing Association awarded the new GulfShores.com with a 2014 "Outstanding Tourism Website" WebAward in September.

Atlantic City Convention and Visitors Authority
www.DoAC.com

Atlantic City is a fun, event-oriented destination that draws visitors from across the globe. Aristotle has worked with the CVA since 2004. In 2013, we were tasked with a responsive redesign to bring a fresh, fun feel to the website, capitalizing on Atlantic City's incredible event line-up and activities.

Design and Personality
This is another beach destination but a far cry from GulfShores.com. This is all night life, shopping, gambling and excitement. You will find a few fashionistas along with a lot of top-name entertainment. This is clearly one of New York City's playgrounds that is thriving all day and all night long. Events and shows are driving a lot of travel decisions to this area, so they have to be impossible to miss.

The site boasts an incredible visual style, dynamic navigation and an enhanced user experience. As a responsive site, the pages are fully mobile-optimized. The website also shows Aristotle's ability to combine creativity and design with technological sophistication by providing large imagery without sacrificing website loading time.

Enhanced Features
This website includes a special feature that more effectively engages visitors to DoAC.com: a personalized user profile system that turns the website into a "recommendation engine." Capitalizing on the popularity of online quizzes, Aristotle worked with Atlantic City to create the "AC Alter Ego" quiz and profile in which visitors could find out "who they are in AC." Content on the site such as different events or restaurants are tailored depending on the quiz results.

Atlantic City also includes dynamic super-navigation that allows the CVA to feature/promote partners and businesses. The CVA staff can change these features through the CMS with a custom module.
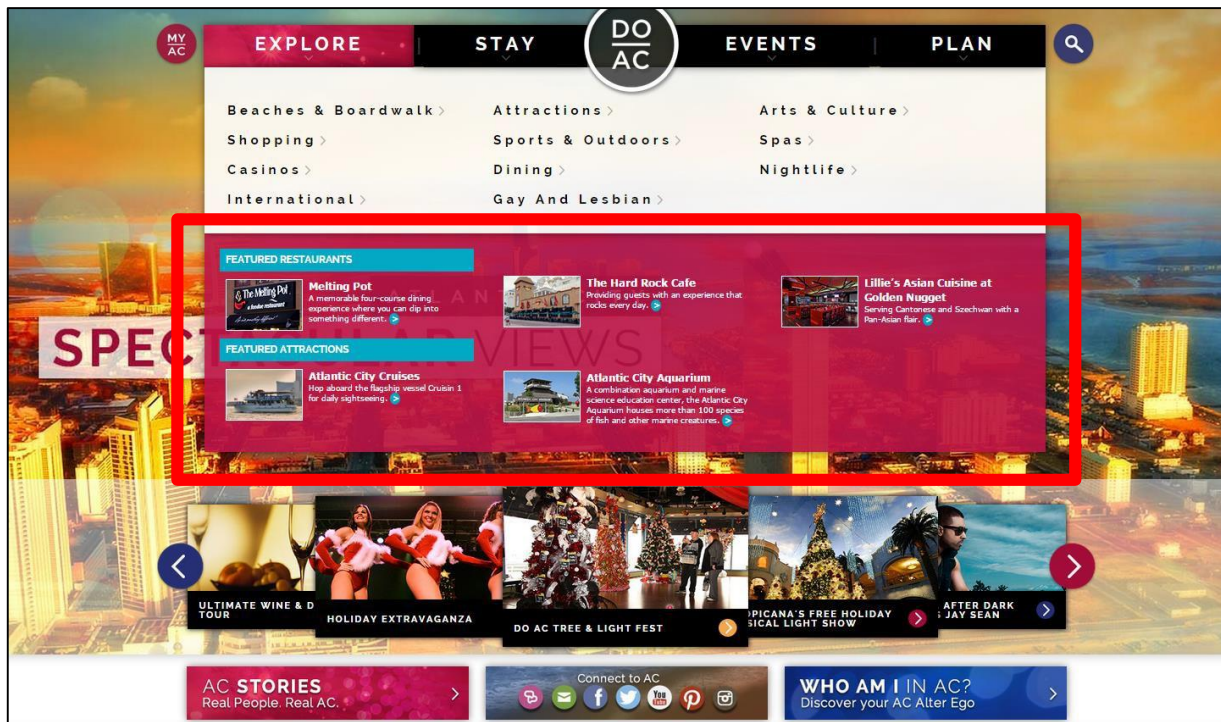
Website Performance

The redesigned website has performed extremely well since launch in March 2014. By August, traffic was up 28.2% over August 2013. Mobile drove that success with a 277% increase in mobile traffic over August 2013! The responsive design has really made a difference in mobile user experience. Before the launch of the responsive redesign, mobile traffic only constituted 11% of all traffic. By August 2014, mobile traffic accounted for 59% of all traffic! It's also important to note that social referrals are also up by more than 50% since the redesign.

Lake Havasu City Convention and Visitors Bureau

www.GoLakeHavasu.com

Lake Havasu City is a sunny, adventurous vacation spot in Arizona with sandy lake beaches, boating, hiking, fishing and 60 miles of navigable waterways.

Design & Personality

Aristotle launched a responsive redesign of GoLakeHavasu.com in March of 2014. New branding and messaging was pulled into the site and placed first and foremost along with stunning Arizona sunshine and water. Put on your sunglasses before you look at this website and get ready to "get out in it." Even the typography is active. All of the photography in the main page rotation shows people, young and old, doing what they love. It's a very active website, and hot colors draw you into the calls to action but do not overwhelm.

Aristotle spent four days in Lake Havasu City capturing the incredible scenes seen on the website. Aristotle employs a talented team of photographers and videographers through our Aristotle Films Division.

Before Responsive Redesign:

After Responsive Redesign:
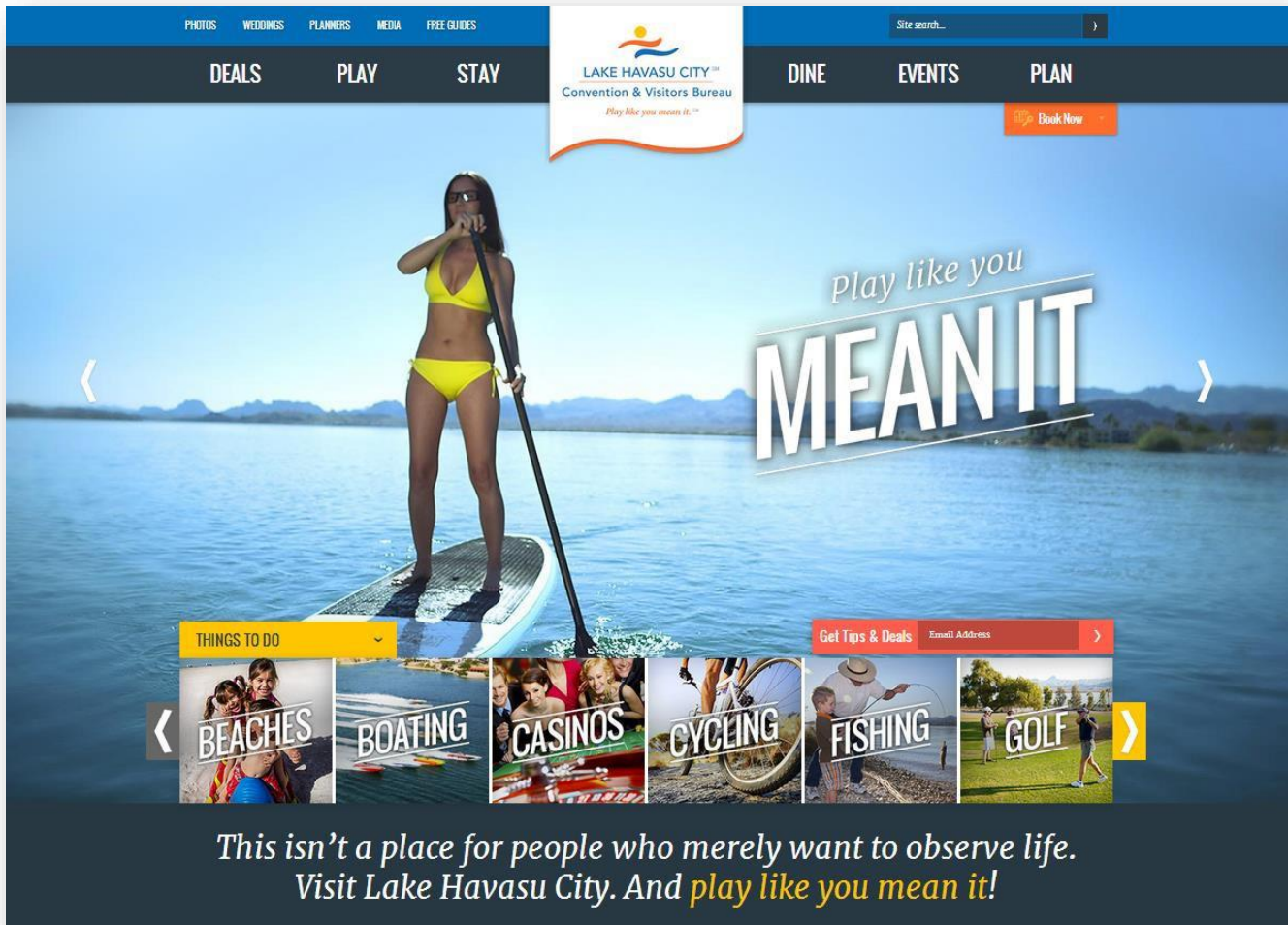
Enhanced Features

As you can see, Lake Havasu City has a lot of great content! It was a challenge to create a navigation that would bring this content forward, perform well in search and provide an engaging user experience. The difference in the navigation from "before" to "after" took a lot of strategic planning and work with the client and proved to be high-performing in the months after launch.

Website Performance

Since the redesign launch in March of 2014, we have seen a dramatic increase in traffic by 32% and an increase in page views by 16% in March 1 to November 30, 2014 over the same time period in 2013. Mobile, again, experienced the most success, with an increase of 498.63%!

Elvis Presley Enterprises, Inc.
www.Graceland.com

Aristotle is entering into our 14th year with Elvis Presley Enterprises, Inc. (EPE). In 2009 we showed you the award-winning Elvis.com. Now, we are proud to announce our recent website launch of Graceland.com. The responsive design is serving to enhance the mobile and tablet user experience and to enable EPE staff to update one platform (rather than a separate desktop and mobile site).
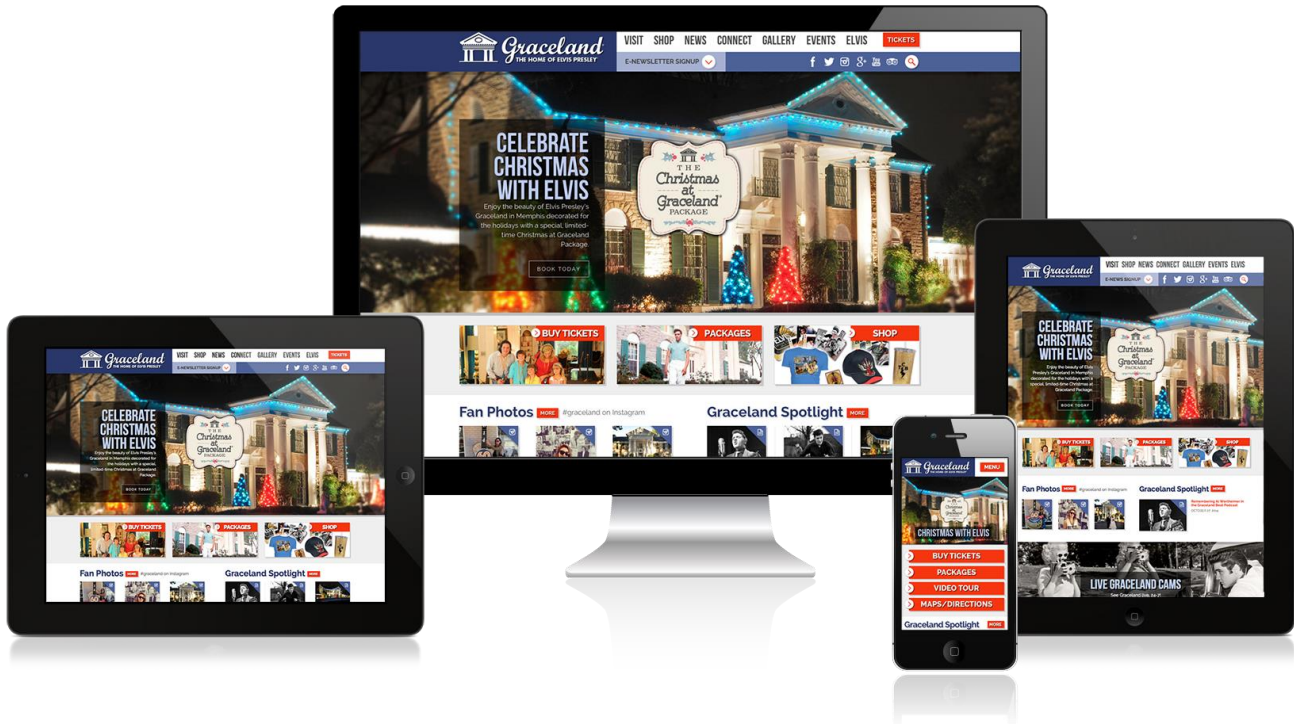
The website uses large, immersive photography to capture the magic of Graceland while emphasizing CLEAR calls-to-action including:

- E-Newsletter Sign Ups
- Ticket Purchasing
- Social Follows
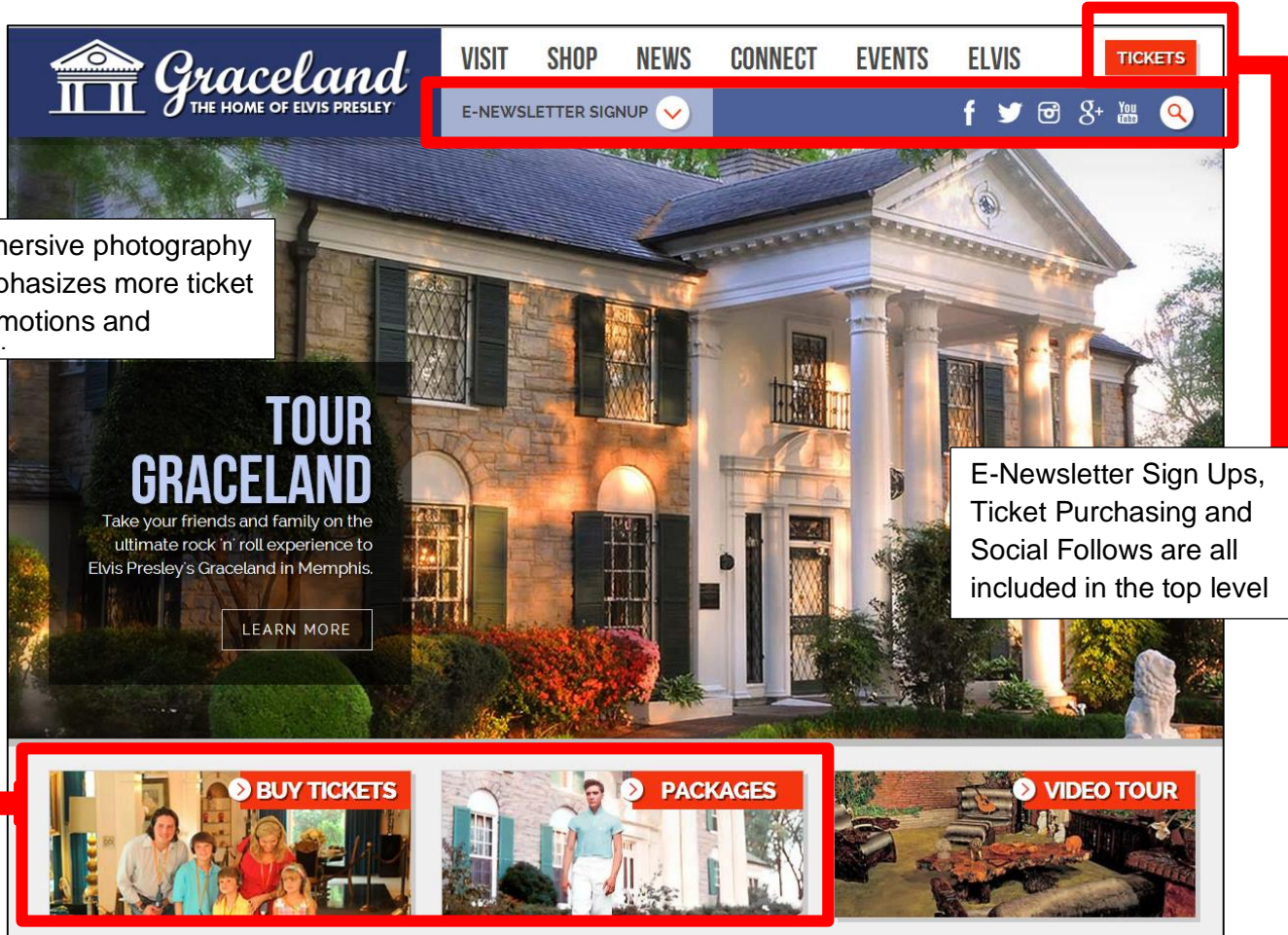
Immersive photography emphasizes more ticket promotions and

E-Newsletter Sign Ups, Ticket Purchasing and Social Follows are all included in the top level

Website Performance

For such a young website, Graceland.com is performing extremely well, as indicated by the following performance metrics (*May-September 2014, Google Analytics*):

- **Bounce Rate:** Graceland.com has bounce rates below 5%! This means that users are finding exactly what they need where they need it and that the leads are very qualified. This is a testament to relevant content, engaging content (photography and video) and SEO.

- **Overall Traffic:** Graceland.com's traffic exceeded Elvis.com traffic in July 2014 but has not yet exceeded Elvis.com's traffic levels in 2013 (when EPE and Aristotle were still managing SEO and Media for Elvis.com.)

- **Mobile/Tablet Traffic:** Graceland.com (responsive) receives a higher percentage of mobile/tablet traffic compared to Elvis.com in both 2013 and 2014.

- **Channels and Search Performance:** Organic traffic makes up 43.5% of traffic.

Online Marketing Case Studies

Aristotle is one of the largest interactive marketing agencies in the South with expertise in online marketing for tourism websites. Our marketing programs include: Search Engine Optimization (SEO), Pay-Per-Click (paid search), online media buying (banner advertising) and integrated and social campaigns. Following are examples of successful online marketing programs with our travel/tourism clients.

Arkansas Department of Parks and Tourism

www.arkansas.com

Search Engine Marketing*

Aristotle manages Arkansas.com's competitive organic market share, keyword ranks and trends, social signals, backlinks and new content keyword opportunities.

From January 1 through June 30, 2014, Aristotle's search engine optimization program resulted in:
- 2,140,086 total visits to Arkansas.com from organic search (a 25% increase over the same time period in 2013)
- 66% of all traffic driven from organic search (a 12% increase over the same time period in 2013)
- 75% of all conversions (leads to tourism partners) came from organic search (an 11% increase over the same time period in 2013)

From January 1 through June 30, 2014, Aristotle's keyword buy program resulted in:
- Over 8.84 million ad impressions in search engines
- 303,622 visits to Arkansas.com (an 11% increase over the same time period in 2013)
- CPC of $0.36
- 37,245 conversions (leads to tourism partners – a 15% increase over the same time period in 2013)
- 12.27% conversion rate (a 4% increase over the same time period in 2013)
- Over 4 pages viewed per session
- Low 40% bounce rate (a 7% decrease from the same time period in 2013)
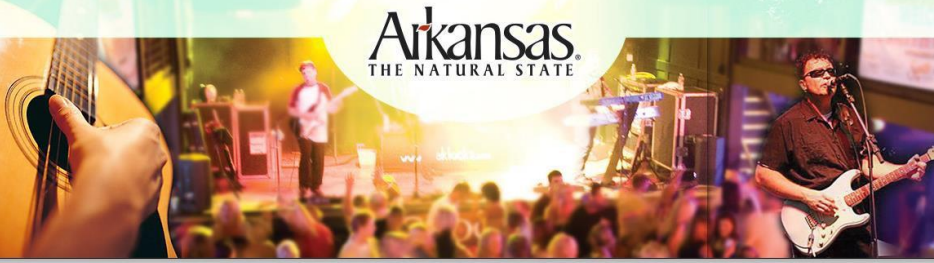
* We refer to Search Engine Marketing (SEM) as the combination of organic Search Engine Optimization with Paid Search Promotion.

Integrated Campaign: The Song of Arkansas Contest

Aristotle has developed and executed two integrated campaigns each year to drive traffic to Arkansas.com. These included planning; design and development of landing pages, banner ads and collateral, special landing page programming; media buying; SEO and reporting. These also included sweepstakes, contests and social promotions. In 2013-2014, Aristotle devised and executed a new concept called *The Song of Arkansas* Contest (www.arkansas.com/song-of-arkansas).

With interactive music reality shows such as *The Voice* and *American Idol* generating engaged viewer participation, Aristotle and the Arkansas Tourism conceived of the idea of a song writing competition that would attract musicians, their fans, music lovers and Arkansas followers alike to engage in the competition. The campaign was designed to encourage participants to create, listen to, vote for and celebrate the unique Natural State experiences that can inspire the perfect "Song of Arkansas."

To make *The Song of Arkansas* competition successful, Aristotle and Arkansas Tourism sought to achieve the following:

- Use paid media to increase exposure
- Use owned and social media to increase exposure
- Reach out to television, radio and print networks for earned media
- Partner with musical celebrities to endorse the campaign
- Create a prize package that would incentivize users to enter
- Encourage the public to engage in the campaign

After three months, The Song of Arkansas Competition saw amazing success.

- Visits to Landing Page: 48,824
- Total Entries: 230
- Total Votes: 37,000
- Total Facebook Mentions (Combination of likes, shares and comments): 16,522

The Song of Arkansas in the Public Schools
The winning Song of Arkansas, written by Barret Baber and Kenny Lamb is being taught in public schools in Arkansas to elementary school choirs.

The Song of Arkansas Music Video
Part of the prize package for the songwriters was a music video that was viewed at Riverfest, Arkansas's largest music festival. As of this response, the Song of Arkansas music video at https://www.youtube.com/watch?v=jQl10N0BmJY has been viewed more than 41,000 times.

The Song of Arkansas at Walmart and Other Events
The winners of the Song of Arkansas performed their winning song at the 2014 Walmart Annual Meeting and Arkansas's Riverfest. Both events are known for inviting A-list celebrities such as Hugh Jackson, Blake Shelton, CeeLo Green and others.

Silver Dollar City Attractions

www.SilverDollarCity.com

Search Engine Marketing & Online Media Buying

Aristotle began work with Silver Dollar City (SDC) in 2011 to manage their search engine keyword buys and banner advertising

In Q1 of 2015, Aristotle managed an amazing marketing campaign that increased online ad revenue to $1.3 million, 66% over 2014. Ad impressions increased an incredible 467% from 2014's 3 million to over 17 million in 2015. Ad clicks more than doubled, increasing to 85,000. Silver Dollar City's video views grew to nearly 5,000, and total website traffic was increased by 34%. All this in the off season!

Several examples of Aristotle's ad campaigns are shown below.
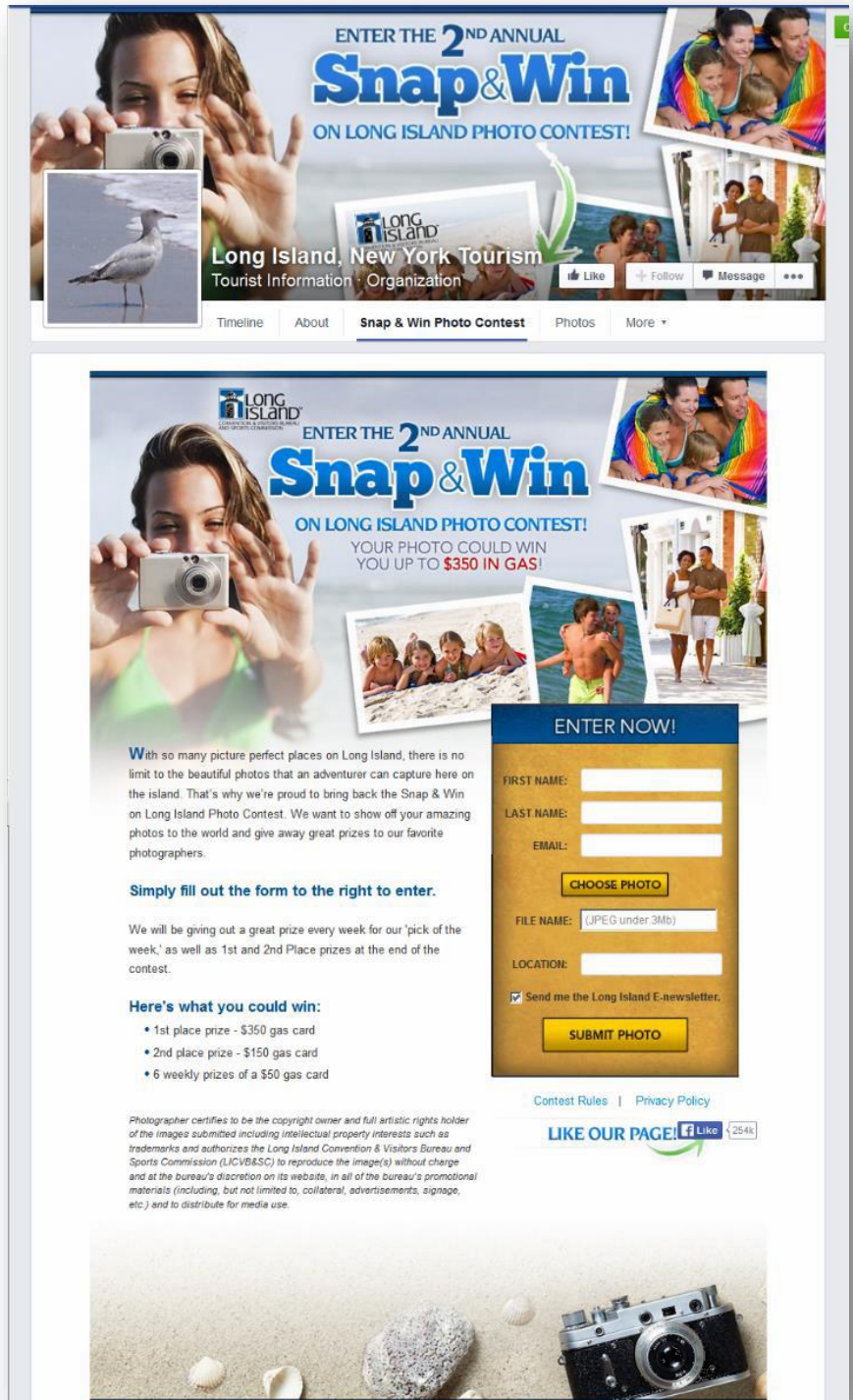
Long Island Convention & Visitors Bureau

www.DiscoverLongIsland.com

Integrated Campaign: Snap & Win in Long Island Photo Contest

The 2014 *Long Island Snap & Win Photo Contest* utilized the Facebook social network and its users' love of sharing photos to generate content for Long Island. The contest showed off the area to potential vacationers and travelers as well as those who would love to revisit the amazing sights and experiences that are waiting for them in Long Island. With a presence on the Long Island website and Facebook page, the campaign produced great results.

- Generated 1,196 unique contest registrants
- Received 2,535 photo entries
- Generated 935 Long Island e-newsletter subscribers
- Increased Facebook likes by 2,382

Atlantic City Convention & Visitors Authority
www.DoAC.com

Integrated Campaign: Atlantic City Restaurant Week

Aristotle works with Atlantic City to support Restaurant Week. The CVA focuses on promoting Atlantic City's incredible restaurants and selling online gift cards beginning in November of the previous year. In 2013, Aristotle developed a highly successful AC Restaurant Week campaign, "Sinfully Delicious." The campaign featured an interactive landing page with fun videos, weekly prize giveaways on social channels and one grand prize giveaway. The campaign was promoted with PPC and social media advertising. Check out the Sinfully Delicious videos at http://bit.ly/1zvaZBu and http://bit.ly/1yc84hC.

The campaign garnered great results:
- Increased restaurant week gift cards by 200%
- Increased page views of DoAC.com by 777%
- Increased unique page views of DoAC.com by 319%
- Increased average time on page of DoAC.com by 70%

Elvis Presley Enterprises, Inc.
www.Graceland.com

Search Engine Marketing

Aristotle manages Graceland.com's competitive organic market share, keyword ranks and trends, social signals, backlinks and new content keyword opportunities as well as online banner advertising on the Google Display Network, TripAdvisor and social networks including video pre-roll.

We have effectively increased ticket sales to Graceland in Memphis every year since 2008. For example, in 2012 we increased ticket sales 15% over the previous year. 2012 also represented an 18% increase over the three previous years.

Each year, Aristotle sees a high ROI resulting from our paid advertising campaigns. 2014 saw a high ROI of 11:1 and online media campaigns (banner advertising) resulted in positive ROIs of 10:1. Facebook campaigns also resulted in a positive ROI of 1.5:1.

Integrated Campaigns: Rock 'n' Rollout Sweepstakes

As with the Arkansas Department of Parks & Tourism, Aristotle performs creative campaign development and implementation for Elvis Presley Enterprises, Inc. In the past this has included interactive games, social sweepstakes and contests. This year, we implemented the *Rock 'n' Rollout Sweepstakes*, an integrated online sweepstakes campaign with a grand prize trip to the Graceland Mansion in Memphis, Tennessee including airfare, shopping money and a two-night stay in the Heartbreak Hotel. The goals of the promotion were to drive Elvis Presley and Graceland fans to the new Graceland.com; familiarize the audience with top-level sections of the site; increase Graceland e-news subscribers and increase social media fans and followers.

Services included:
- Campaign strategy
- Creative design
- Landing page development
- Email development
- Media buying
  - Paid search
  - Facebook ads
  - Twitter ads
  - YouTube pre-roll ads

The following results reveal the success of the campaign:
Sweepstakes Sign-ups = 32,476 unique entrants
- E-news Sign-ups = 21,818
- Facebook Likes = 3,607
- YouTube Video Views = 6,079
- Store Opt-ins = 9,608 (opting in to receive Shop Graceland e-news)
- Sessions to Landing Page = 69,021
- Facebook
  - Reach = 357,764
  - Registrations/Conversions = 20,222
- Twitter
  - Reach = 114,551
  - Sign-ups = 906
- YouTube
  - Reach = 61,337
  - Views = 6,079

Clients Requiring Similar Services (3.7)

3.7 Provide a list of Clients whom you have provided services similar to the services being requested in this RFP over the last three years.

Arkansas Tourism Division
Arkansas State Parks Division
Kentucky Department of Travel and Tourism
Kentucky State Parks
Utah Office of Tourism
Gulf Shores and Orange Beach Tourism
Atlantic City CVA
Tri-Cities VCB
San Jose CVB
Elvis Presley's Graceland

PROJECT AND GOALS

GOAL ONE: State-of-the-Art Destination Marketing Website (4.1)

4.1 To develop, design and implement a state-of-the-art destination marketing website.

Website Design Process

As you have seen from our case studies and experience, Aristotle has a proven track record of developing and managing effective websites and improving site traffic and rankings for our clients. We know we can deliver a powerhouse marketing tool for West Virginia that not only meets your objectives and expectations, but exceeds them.

Aristotle is not just a website design firm and interactive marketing agency. We are strategic planners and businesspeople. We understand that a website is not just an attractive face to an organization. It must serve as a resource tool and lead to significant traffic and conversions. The calls-to-action must be clear, effective, measurable and diligently tracked. Aristotle pays attention to the business goals and online objectives of our clients to build an online presence that is truly successful.

At Aristotle, we believe in and have had success with a comprehensive design process that begins with a discovery of needs. The success of a project hinges upon a complete understanding of a project's goals, success metrics, design and creative direction, audiences, staffing and workflows.

1. **Identifying and Analyzing Goals and Success Metrics**
   For a successful website, it is imperative to understand how your goals and objectives can be achieved in the most effective ways and how that will affect the design and functionality of the site. This has been an important process for many of our travel and tourism clients because a certain goal or set of goals can significantly alter the design of a site. For example, Arkansas.com's primary goal is "sales leads" or "exit links to industry partners" including hotels, restaurants and attractions. The website, therefore, is built with that primary objective and metric in mind. This contrasts with another client that has a primary goal of generating advertising revenue which changes the design aesthetic from less of a "portal" to more of a page view-driven website.

2. **Storymapping**
   Another important part of the research and planning stage of a project is to understand audiences, user personas, demographic and behavioral research and other aspects of user motivations. Here, Aristotle implements a process called storymapping in which we identify each user persona and demographic and "map" his or her needs and how the website can meet them. This includes identifying several scenarios and the functionality and design elements needed at each "stop" in a user's journey to finding the information needed to make that travel decision.

3. **Stakeholder and Industry Partner Engagement**

In the planning process, Aristotle will ask the West Virginia's help in facilitating any necessary stakeholder engagement to gain input into their needs and UX design. We would like to begin involving these stakeholders early in the process to take their input into consideration before designing the UI and UX. Stakeholders will be incorporated into other necessary parts of development as determined collaboratively by Aristotle and the West Virginia team.

Stakeholder engagement is how Aristotle has been able to stay on the cutting edge in terms of seriously successful travel/tourism websites. We don't ever believe we have all the answers, so we prepare great questions and learn a considerable amount in the process. Systematically listening to stakeholders – those representatives from cities, regions, attractions, hotels, cabins, ski resorts, events and more – gives Aristotle real information (as opposed to assumptions) to use when building a beautiful *and* effective website.

4. **Technical Specifications**

There is a wide array of important technical specification components that require consideration. Most of these are addressed in some form or fashion in the RFP and this response. Aristotle maintains a long list of technical specifications. Some of those include:

- **Search Features and Functionality** – Options for how users can search for information on the site, including page and data information, and options for display are integral to the website success
- **Share Tools** – There are options on how we encourage visitors to the website to share your stories, images, videos and other content.
- **Form Layout and Information Gathering** – There are several possibilities for layout and optimization around the all-important website form.
- **Cross-Promotion** – There are some ways that cross promotion throughout the website can be automated.
- **Foreign Language Extensibility** – Data can be developed so it is extensible for foreign language characters. Understanding the planning process for expanding foreign language translation, Aristotle can 'future proof' design so it can handle future foreign character sets.
- **Web Browser Compatibility** – Aristotle monitors browser usage stats, patterns and trends and will make recommendations.
- **Image Sizing, Compression and Delivery** – Aristotle has pioneered image treatment online and been featured in books on website design in the US and Europe regarding best practices for image handling online.
- **Navigation and Site Map** – Aristotle will recommend several possibilities for handling responsive navigation and the site map for the best usability, speed, client revision and way finding.
- **On-site Ads and CTAs** – Aristotle will recommend best practices for placement of all internal and external website promotions.

5. **Features**

Website features create engagement and deliver valuable insights to potential travelers to West Virginia. Aristotle is well-known for developing new, never-before-seen features for websites. Beyond features like trip-planning tools, Aristotle has created travel calculators, easy-to-use *Add to Calendar* features, expandable images and maps, unique Google mash-up features and girls getaway features where women could choose their preferred shoes to get travel tips. Feature development is where Aristotle shines, combining its immense technical talent with its marketing savvy and shareable creative.

Responsive Design

The proliferation of browsing on multiple devices is another trend already affecting many online properties. And visitors aren't just browsing on mobile phones and tablets; browsing on HD TV devices is also increasing. The multi-device movement does have a bearing on user experience and what customers expect when they are browsing on smaller or larger high-definition screens.

We have recently redesigned several of our travel/tourism client websites in Responsive Web Design (such as www.GulfShores.com) for the purposes of mobile optimization. Responsive doesn't just mean that websites automatically adapt their layout to multiple screen sizes; it means that design elements, photo and features are changeable and scalable based on the viewport. Responsive allows us to be flexible in the screen sizes for which we design, and Aristotle has perfected the ability to show immersive photography and experiences while providing practical travel information on any device.

Personality

In incorporating your new branding elements, Aristotle will help the West Virginia team to pull back the curtain and give West Virginia some serious personality:

- **Images** – Very careful selection of cinematic images that include landscape, a more diverse color palette and people having fun
- **Video** – Integration of more storytelling about the destination throughout to bring goose bumps to the visitor
- **Stories** – A more inviting voice and better storytelling about the destination to include more sense words around smells, tastes, feelings and sights in the West Virginia area.
- **People** – More faces of people who live in the West Virginia area to show the kindness, welcoming and caretaking spirit of the people a visitor will meet

Interactivity

Aristotle recommends taking an innovative approach to engaging content particularly on the main page with stop action video effects, CSS animation and more. This kind of content makes a viewer feel engaged in the experience and brings a "wow" factor that will make your site memorable. We've used this approach for other sites, including VisitUtah.com, to immerse the visitor in a setting and establish a sense of place.

Using these elements, Aristotle has a great opportunity to:
- Take a storytelling approach to guide visitors through the site
- Make page visits last longer by encouraging visitors to scroll through the entire page
- Provoke curiosity and create surprise
- Direct visitors to calls-to-action
- Reinforce website credibility with innovative interactive viewing
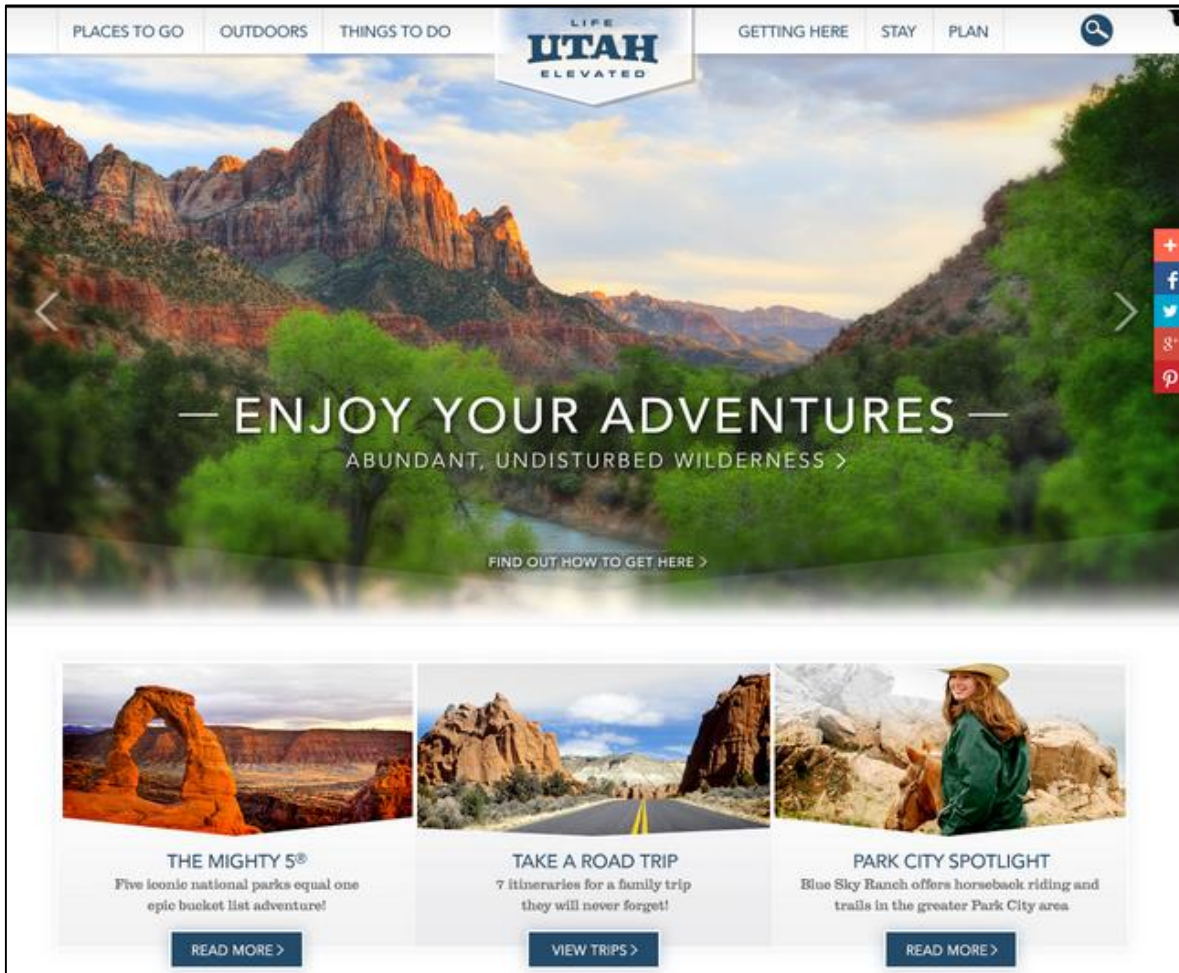
Load Time

Aristotle will pay careful attention to load times for the new GoToWV.com responsive website, understanding that most visitors will leave a site that takes more than 3 seconds to load. A recent study by Trilibis, a leading mobile technology solutions software company, reviewed 155 major responsive design websites (including Starbucks.com and Engadget.com) and found 69% of them had a four or more second load time on a smartphone (*Trilibis Web Performance Survey,* www.blog.trilibis.com*, 2014*). To assure a speedy page and data delivery on mobile devices and use immersive photography and animation, Aristotle carefully manages image sizes and other assets and spends a great deal of time on our server-side technologies. Site speed also has a lot to do with content marketing because it impacts search engine performance, the bread and butter of content marketing.

Search performance depends heavily on mobile web performance. Google has been testing the use of a "slow label" on their search results and has been taking site speed very seriously with the page speed tool they released that helps pinpoint speed errors. Not to mention that the mobile-friendly label began testing just a little over a year ago and is now being fully implemented. The "slow tag" will have a huge impact on how a user chooses which site to view and will most likely have an impact on the overall ranking of your website. Unfortunately, average page sizes are still increasing as the months go on and are about to hit 2 MB for one page. At the same time, users are less patient, and 40% of users will abandon a page that doesn't load within 3 seconds (KISSmetrics).

Because Aristotle understands that site speed impacts search performance and search engine rankings, we now offer a speed monitoring and optimization service. Using this tool, there are practices we recommend to make sure that West Virginia is not affected by slow load times:

1. Use new image formats like WebP to decrease image sizes.
2. Embrace new HTML elements such as the <picture> to responsively load a smaller image for smaller devices.
3. Make fewer page requests by combining multiple CSS or Javascript files in one file.
4. Use SVG image formats for logos and icons when available.
5. If SVGs aren't a possibility, move all the small logos and icons into 1 image file and use Cascading Style Sheets (CSS) to display them on the page.
6. Set a performance budget:
   o What is the load time? (3 seconds is a good place to start)
   o What is the page size? (1.5 MB means most people can view ~100 pages a month on a 100 MB/month data plan. It's a good place to start but should likely be smaller.)
   o In that total page size, how much of that will be allocated for images, fonts, Javascript, CSS, etc?

There are many techniques, old and new, that we can use to decrease the site speed and create a better user experience. Remember that these type of rules for Search Engine Optimization are only going to increase in importance as the Internet ages because companies like Google want to make sure that their users are getting the content they need while having a great user experience. That is a worthy goal that Aristotle shares.

Content Curation

Having informative, engaging content on a site is important, and having similar content collected in one central location helps guide the visitor to logical places during their visit. In our most common form of content curation, we aggregate relevant information on a given topic into a single location. A 2013 Trapit report found that "74% of marketers surveyed say curation is an important part of their content strategy" and "54% agree automation is important for effective content curation." (*TrapIt, "Curation: What Does It Mean to Marketers?" blog.trapit.it, 2013*). Content curation is important to the customer experience for several reasons: (1) it is fast and efficient and one easy click away and (2) travelers want information from multiple sources. Furthermore, it makes our clients' lives EASIER! Automating the curation of relevant content from multiple sources allows our clients to deliver engaging information quickly and seamlessly.
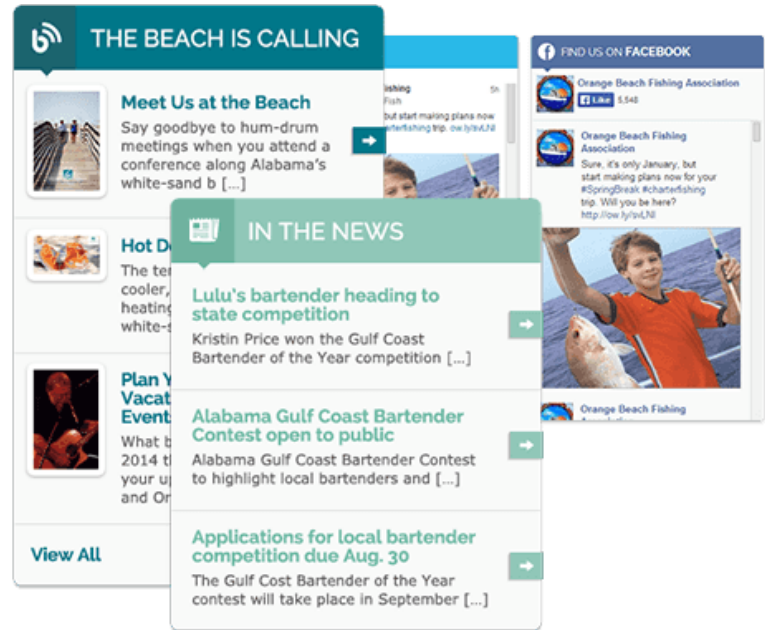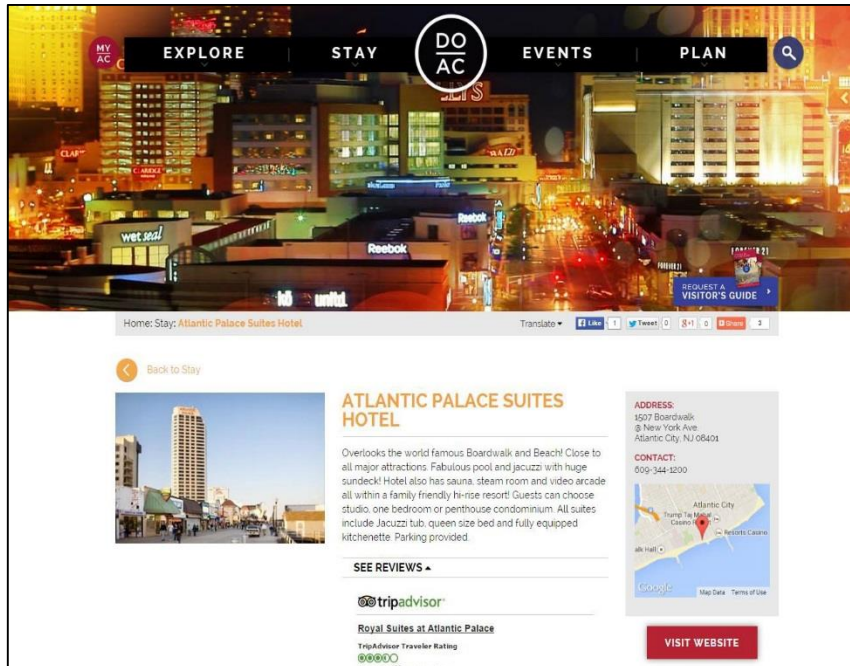
By way of example, the redesigned GulfShores.com does an excellent job of integrating user-generated content and content from multiple partners. Aristotle has constructed several tools that automatically curate relevant content from Instagram, bloggers, press releases and social networks. For example, the page featuring the area's excellent fishing activities is populated from content strictly about fishing.
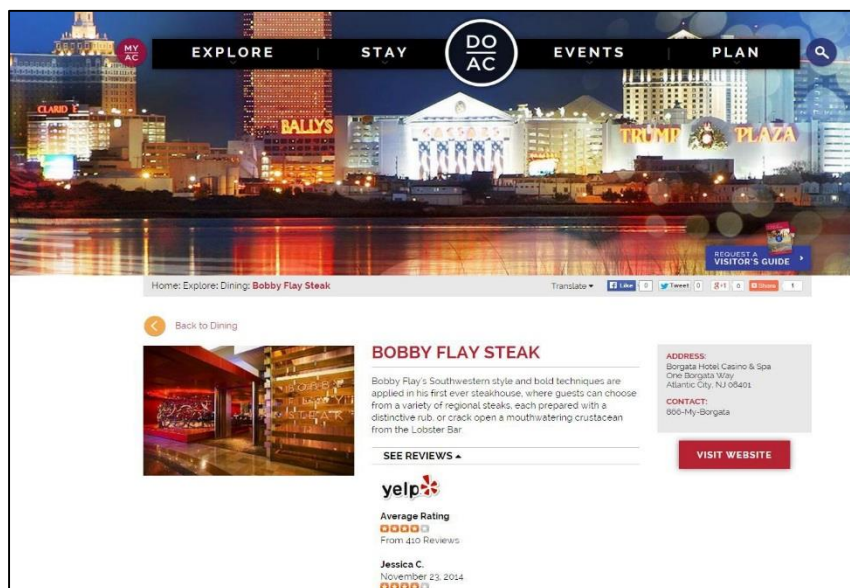
Database and Listing Pages

Aristotle understands the importance of data integration. A beautiful website with precise data seamlessly and strategically integrated is a powerful tool for increasing visits both to your website and to your state. When people can find the information they need on your website, you become an authority and a trusted source of information for users. Aristotle's expertise cover's both third-party and custom-built databases.

We have a lot of experience integrating third-party data for clients such as Long Island CVB, Atlantic City Convention & Visitors Authority, Gulf Shores & Orange Beach Tourism and VisitUtah.com, the official travel website of Utah and the Utah Office of Tourism. Part of our database integration can include includes the additional integration of TripAdvisor and Yelp reviews. We have been able to successful link these API's with third-party data to display the information directly on the database listing detail pages as shown in the images below.

Aristotle also has experience building, managing and optimizing databases independent of third-party CRMs. In fact, Aristotle built one of the country's first online lodging, dining and attractions databases to power Arkansas.com. Since then, we have refined the art of database build, management and optimization for clients such as KentuckyTourism.com and GoLakeHavasu.com, among others.

The search engine optimization of independent database listings has also been a key element to website performance. For example, Arkansas.com's database and its associated keywords drove over 66% of all website traffic over the past six months. Aristotle has found that our optimization of databases independent of third-party CRMs is much higher-performing. Databases that Aristotle has built or manages independent of CRMs perform better partly because of our ability to monitor the technical SEO of all listings and construct a more optimized database environment. In fact, our success in this area has prompted the Utah Office of Tourism to allow Aristotle to manage business listings apart from the third-party Simpleview CRM. Aristotle will be completing a more scaled back integration of the CRM for the purposes of event and lead generation.

SEO and Social Media Integration

When you have informative, engaging content on both your website and your social media pages, you don't want your online presence spread thin, and integrating your social media with your website increases your online visibility and helps people connect with you. We live in a world where people WANT to interact with content. They are coming to West Virginia for an experience that they can share with their friends. That's what today's internet is all about, and search engines like Google are prioritizing websites with powerful, curated social and content integration.

In addition, SEO is and will continue be a deciding factor in successful success metrics and user experience. Social media has entered the mix as a contributor to Web traffic and search engine optimization. Social links to a website can significantly affect Web traffic as we have seen time and time again with many of our clients' websites.

For instance, the redesigned GulfShores.com does an excellent job of integrating user-generated content and content from social media. Aristotle has constructed several tools that automatically curate relevant content from Instagram, bloggers, press releases and social networks. For example, the page featuring the area's excellent fishing activities is populated from content strictly about fishing from Instagram, Facebook, Twitter and blogs, as shown on the following pages.
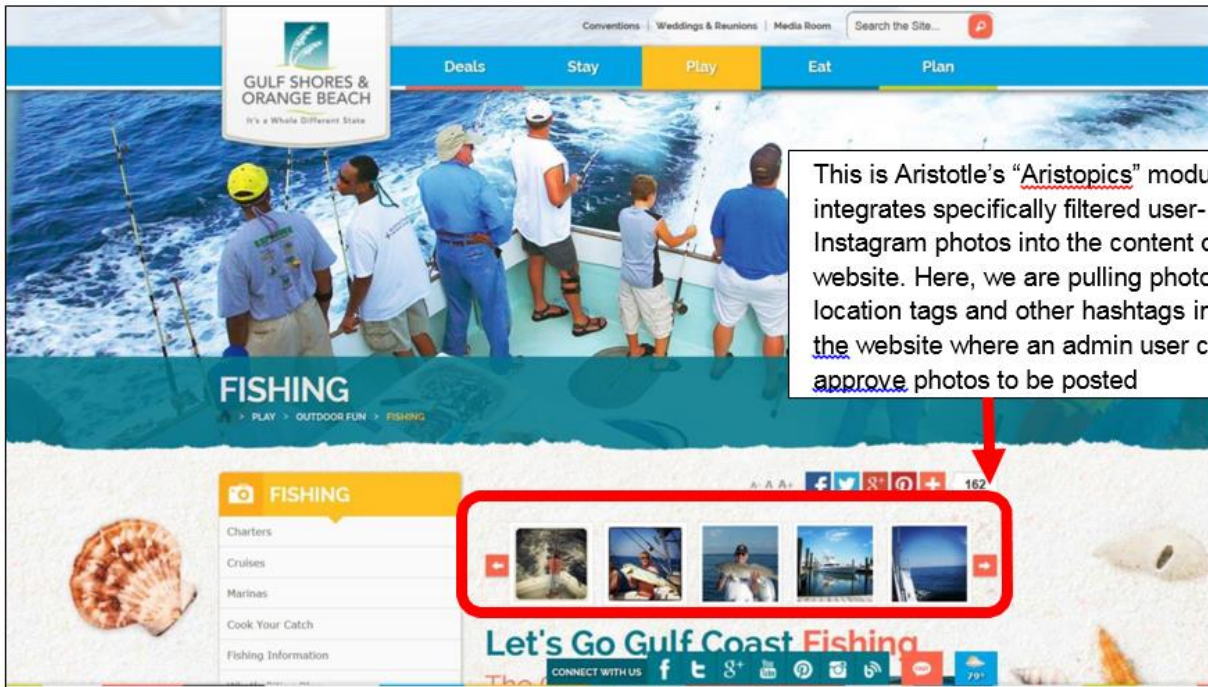
This is Aristotle's "Aristopics" module that integrates specifically filtered user-generated Instagram photos into the content of a website. Here, we are pulling photos with location tags and other hashtags into the website where an admin user can approve photos to be posted

The photos provide a "real-life" and "authentic" way for visitors to interact with content on the fishing page and better imagine themselves visiting Gulf Shores & Orange Beach.
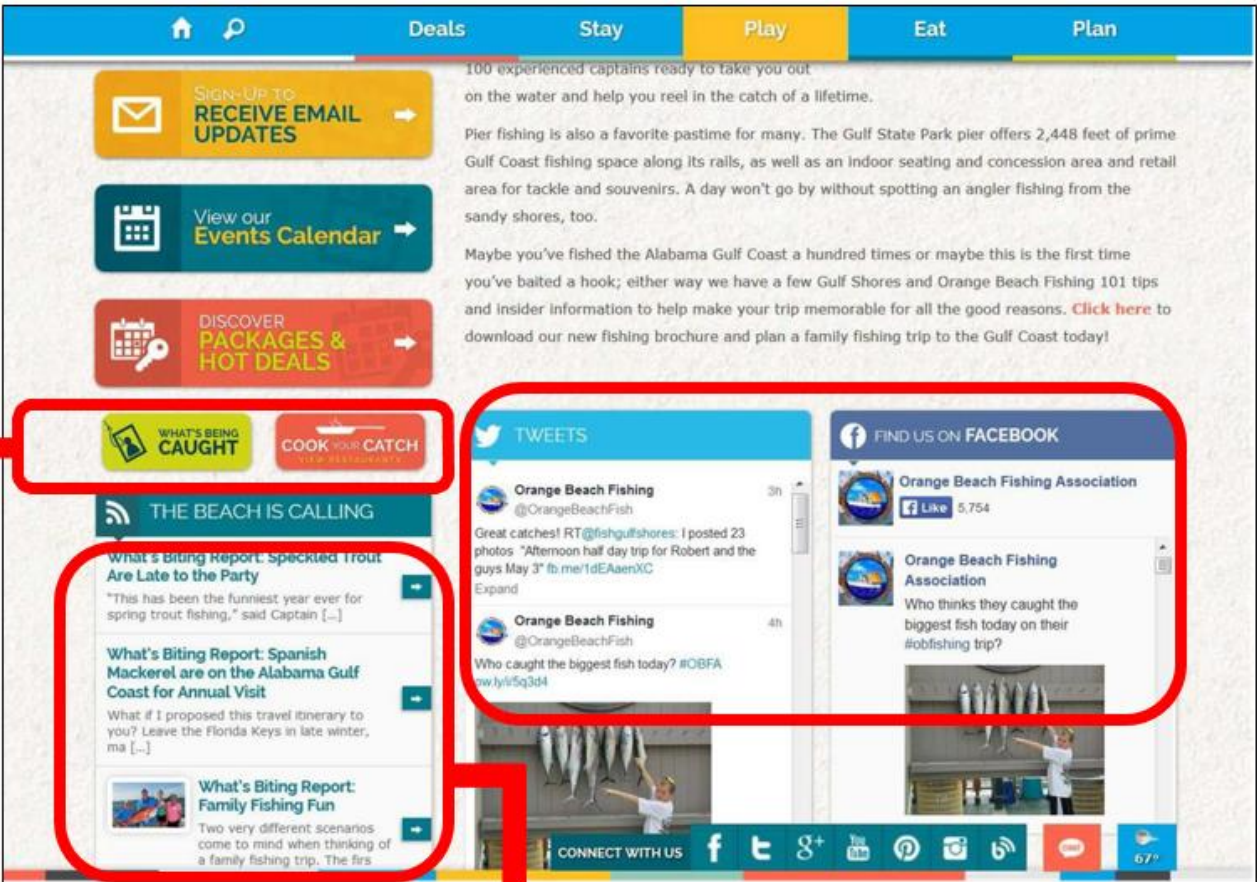
A visitor can link to even more great photos of real people with their big catches. Then they can view a list of restaurants where you can take your catch to be cooked up and served fresh.

Blog posts specifically about fishing are pulled into the page as are social platforms dedicated to Gulf Shores & Orange Beach fishing content.

Advanced Mapping Feature
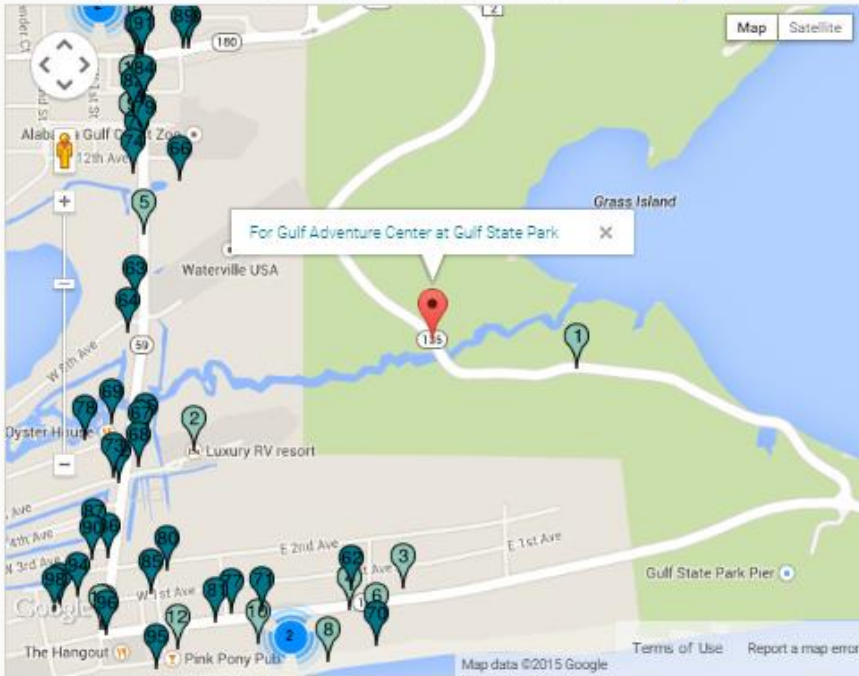
Because you want to give visitors a comprehensive view of every location, Aristotle will create a custom mapping feature for West Virginia for the database listing pages. This map will display not only the database listing location but also nearby attractions, restaurants and lodging, visually illustrating for a potential visitor that there is a wide variety things to enjoy.

Sample Advanced Mapping Feature for GulfShores.com
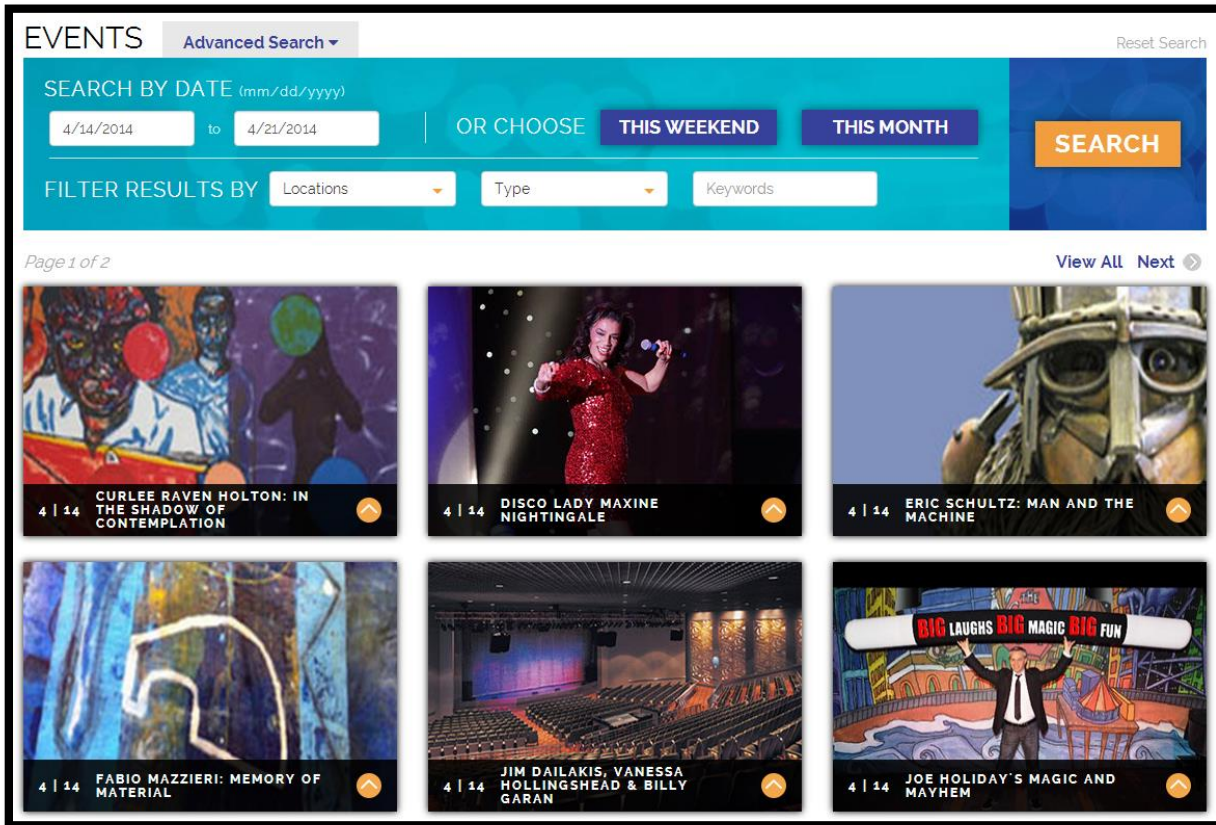
Calendar of Events

A calendar feature that includes local happenings is a powerful tool for building interest and catering to many interests. Aristotle has significant experience in building and integrating third-party Event Calendars such as with clients Gulf Shores & Orange Beach Tourism, Atlantic City and Lake Havasu City. Aristotle is also skilled in developing our own CMS-powered events databases incorporated with seamless, beautiful and intuitive design such as the following examples:

Atlantic City Events Calendar

Gulf Shores Calendar of Events, Event Listings

Gulf Shores Calendar of Events, Event View

Photo & Video Galleries

Photos and videos are essential to creating a sense of place, enabling your site's visitors to visually explore West Virginia's natural beauty. Aristotle has significant experience in building photo and video galleries clients such as Gulf Shores & Orange Beach Tourism, Atlantic City and Lake Havasu City. We can build a similar photo and video gallery for West Virginia and utilize the photos found on the current West Virginia website.
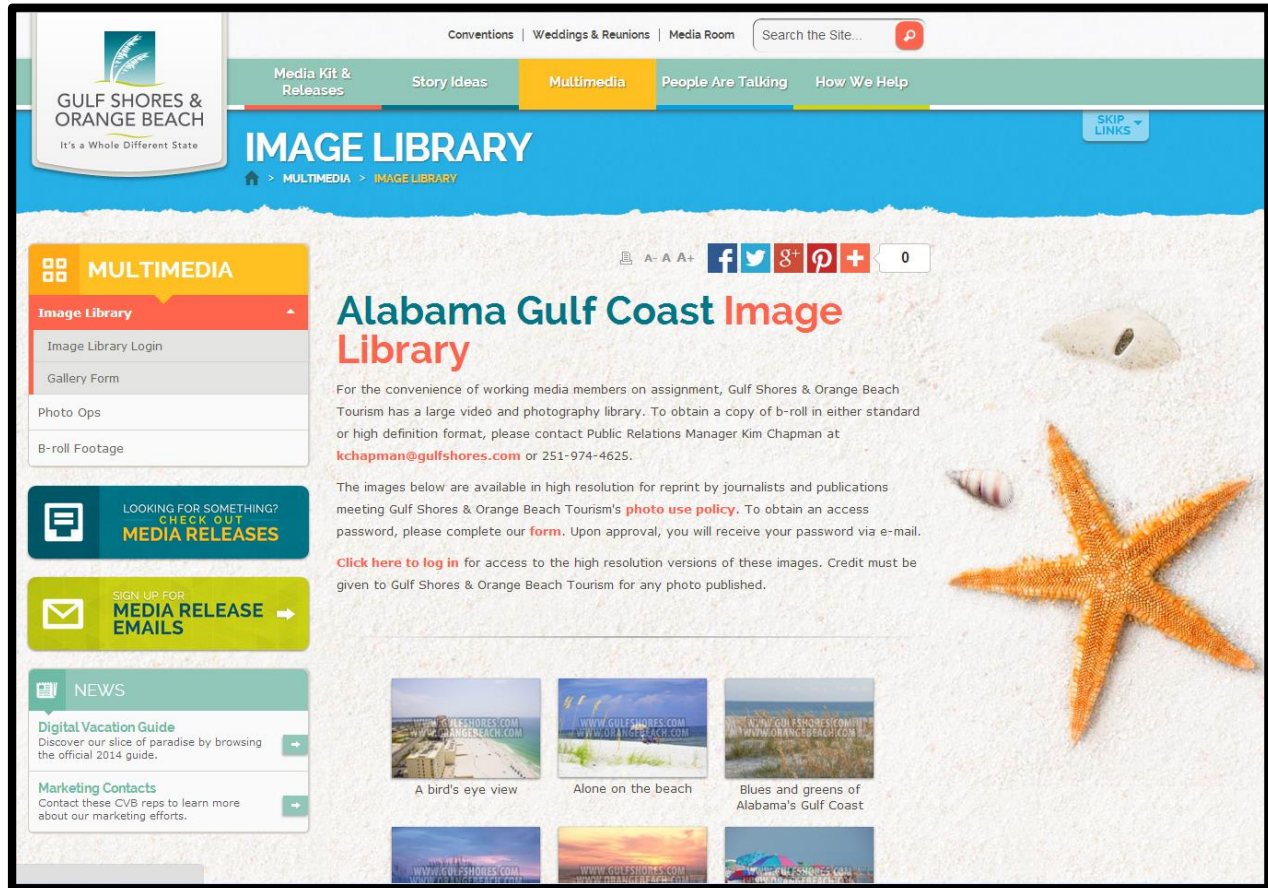
Gulfshores.com Photo Gallery

Trip Planner

You want potential travelers to come to you for all their trip planning needs, so Aristotle will develop a customized trip planner feature that allows users to 'tag' attraction listings for preview and print. Aristotle recommends allocating resources during the research and discovery phase for recommending best practices for itinerary functionality on GoToWV.com. Aristotle can include social media sharing within listings and within itinerary details. The more popular social media channels may be featured as share buttons, such as Facebook and Twitter, with an additional 'More' button for sharing to less used channels such as email, LinkedIn, or any of the almost 300 additional share channel options.

Enhanced Tracking and Reporting

Tracking and reporting provides an unambiguous, quantifiable look at how your site is performing. Aristotle will provide a comprehensive monthly analytics report of the performance of GoToWV.com, which will detail everything from what pages on your site are getting the most visits to how long users spend on your site. We also recommend a year's end report for a total of 13 reports per year.

Tracking will include month over month and year to year comparison of traffic, including sessions, users and trends to:

- Exit links
- Performance indicators by channels/devices
- E-news sign ups and open rates
- Official Visitor guide orders
- Campaigns and contests
- Traffic to top 10 pages
- Social network referrals
- Social media – Views/shares/likes
- Demographics by state, including top 10 DMAs
- Pay-per-click
    - Impressions
    - Clicks
    - CTR
    - CPC
    - Spend
    - Average position
    - Conversion
    - Conversion rate
    - Cost per conversion
    - Top articles

GOAL TWO: Open Communications (4.2)

4.2 To maintain an open line of communication between all parties.

Aristotle approaches each project with proven project management methods and tools to facilitate open lines of communication between the client, stakeholders and partners. Developing a plan for collaboration of ideas and suggestions begins with a comprehensive onboarding process.

Aristotle typically uses a 3-step process for accelerated onboarding. The process includes:

1. **Discovery** – Our team will work with your team to outline the following:
    a. Available past performance reports and marketing tools that succeeded or didn't

b. Access to analytics platforms including Google Analytics, Google AdWords, Google Webmaster, Adobe Analytics, any qualitative survey tools, additional analytics tools or other media networks reports

c. Analysis and evaluation of the aforementioned analytics platforms, past performance reports and marketing tools that succeeded or didn't

2. **Plan** – Working together, our teams will build a strategic road map that will include:
   a. Exploratory and planning meetings between Aristotle and the client.
   b. Exploratory and planning meetings facilitated by the client between Aristotle and partner agencies and/or third-party vendors.
   c. The deliverable is a document reviewing exploratory understandings, findings and conclusions of analysis of the appropriate data and the beginnings of a digital marketing strategy as it relates to the website redesign, website maintenance and use of the website as a marketing tool including content marketing, online media buying, creative development and social media marketing.
   d. A specifications document regarding the desired front-end and back-end functionality including user stories for various audiences such as consumers, industry partners, staff members, among others.
   e. An approved timeline for the development, launch and maintenance of the redesigned website.
   f. Aristotle and the staff of WV Division of Tourism will review and edit this document to prepare for project implementation. This is a living document and can be adjusted as needed during project duration.

3. **Implementation** – To ensure smooth implementation, we will strive for:
   a. Documentation of all goals, meetings and timelines and a complete picture of how we will design, develop and measure success for WV Division of Tourism
   b. Analytics outline detailing what reporting is needed/expected
   c. Program workflow and execution
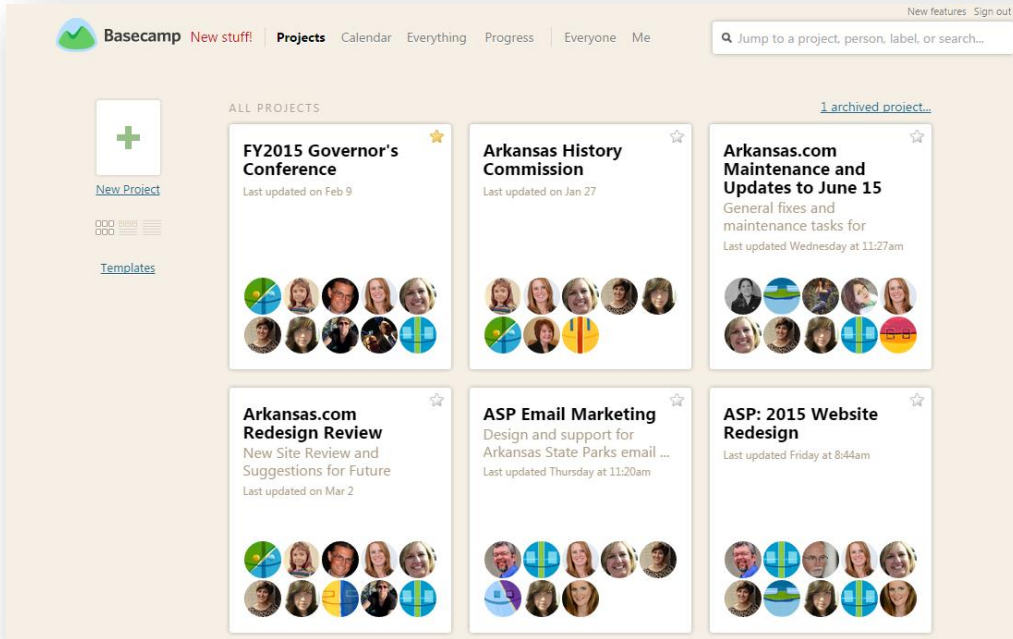
The onboarding process is different for each client depending on schedules, timing and the number of partners, stakeholders and third-parties that must be involved. We recommend that the beginning part of onboarding (initial meetings) be held in-person.

After onboarding is complete, Aristotle recommends a project communications process that includes:

1. **Basecamp**

   Aristotle believes in transparent communication and thorough documentation. We collaborate with many of our clients on a daily basis by phone and email but especially through Basecamp, a cloud-based project communication tool that allows Aristotle to create collaborative project dashboards with internal team members and client team members (https://basecamp.com/tour). Like the example on the following page, it allows us to manage multiple projects within one account and use each project to have discussions, assign tasks, track project calendars, upload files, request approvals and more.

Example of Basecamp Account Dashboard (above) and Corresponding Individual Project Dashboard (below)

2. Mavenlink

Internally, Aristotle uses a cutting-edge project management software, Mavenlink, to assign and track tasks, manage Gantt charts, track billing, analyze performance and more.

Example of MavenLink Project Task Tracker (above) and Corresponding Gant Chart (below)

3. Management Process

Once on-boarding is complete, Aristotle implements our management processes, which include regular meetings, communications, collaborations and reporting.

- Weekly one-hour meetings with primary client contact to discuss overall project statuses, performance, action items, etc.

- Bi-weekly one-hour content/editorial calendar meetings with primary client contact and content creators to plan content, discuss strategy and monitor project status and performance
- Monthly 1.5 hour meetings with primary client contact and partner agencies (for example, each month Aristotle, the client and the traditional advertising agency for Arkansas Tourism meet to discuss projects in which collaboration is needed)
- Monthly 1.5 hour overall strategy and performance reports with primary client contact and leadership (for our state tourism clients, this generally occurs while the client is preparing for presentations to their appropriate commissions). We recommend that this meeting occur in-person once every quarter. In the 6th and 12th month of the contract, this meeting becomes a six-month and yearly review respectively.
- Aristotle will work with the client to develop the agenda for these meetings which will be provided in advance. Aristotle's internal preparation for these meetings includes analysis of all reports and leveraging data and trends for strategic recommendations.

GOAL THREE: Brand Identity (4.3)

4.3 To incorporate the Agency's brand identity in the design of the website.

Your branding is your *essence*. Brands convey uniform quality, credibility, experience and value. You should be immediately recognized by your branding marks and customers should have a positive emotional response associated with those marks. That emotional response is your brand.

During the onboarding process, Aristotle collaborates with the client, stakeholders and other partners in a discovery process. Strategic thinking fuels everything we recommend and do for our clients and factors heavily into not only this discovery process but also in the technical specifications development and design of website. Aristotle will dive into past website performance and marketing reports analyzing the data available as well as bringing in knowledge of new technologies and trends to the design of the website. This is done in conjunction with a careful approach to incorporating WV Division of Tourism's incredible brand. We don't simply want to use the color palette and appropriate logo and typeface. We want to leverage the brand's appeal to consumers and stakeholders through stunning photography, engaging content and interactive design elements to provide a user-experience that is uniquely "Wild and Wonderful West Virginia."

Since 1998, Aristotle has had experience building hundreds of award-winning travel/tourism websites across the country including three state tourism sites, three state parks sites and countless CVBs, cities and travel-related organizations. We've chosen the following websites as examples of how Aristotle has and is approaching the design of some of our powerhouse clients. In each of the following cases, we work collaboratively with the client's advertising agency to ensure the branding of the website reflects and enhances the larger branding/marketing/identity of the organization. This means that the online assets, printed materials (including ads, guides, brochures, etc.),TV and radio spots and online video adhere to a "common look-and-feel" and adhere to all branding standards and procedures. We also work with ad agencies to build the appropriate landing pages for any media and campaigns and assure accurate tracking.

Gulf Shores & Orange Beach Tourism (GulfShores.com)

This is a recent responsive redesign and the color palette <u>shouts</u> beach. The light, bright and fun approach to the graphic design along with messaging and CTAs (calls to action) make you want to let your hair down and go have some fun.

The messaging makes you think about New Orleans intentionally – Gulf Shores is only a short drive and the culture there is as close. This is sunny site with white beaches and blue skies, with a lot to do for the whole family. This is intentionally NOT Miami. This is a comfortable, down-home kinda place where you can just be you. Not many fashionistas on this beach, but lots of cute kids and relaxed parents.
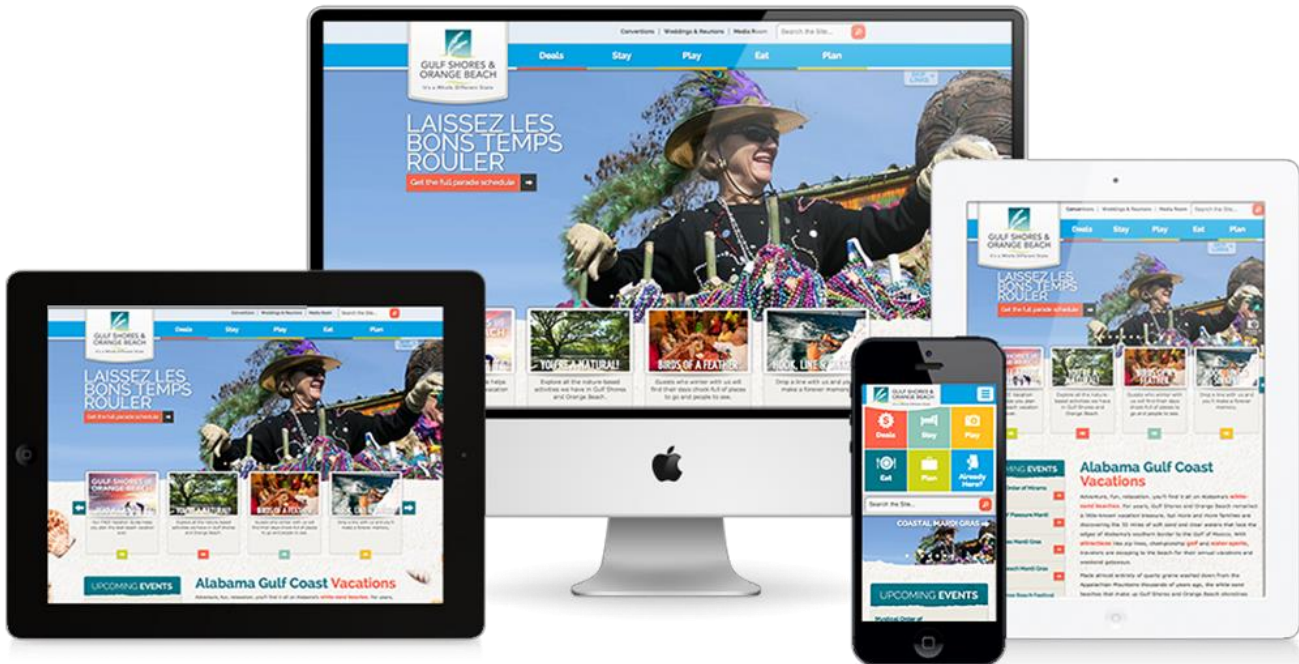
Atlantic City Convention & Visitors Bureau (DoAC.com)

This is another beach destination but a far cry from GulfShores.com. This is all night life, shopping, gambling and excitement. You will find a few fashionistas along with a lot of top-name entertainment. This is clearly one of New York City's playgrounds that is thriving all day and all night long. Events and shows are driving a lot of travel decisions to this area, so they are impossible to miss. Like the others, these sites give you a feeling of what it would be like to be there. The big images are still doing the heavy-lifting and very carefully selected, since Aristotle's focus groups and usability testing has repeatedly shown us that the user experience is almost totally driven by photography.

Lake Havasu City Convention & Visitors Bureau (GoLakeHavasu.com)

In this recent responsive redesign, you cannot miss that sunshine. Recent branding and messaging is pulled into the site and placed first and foremost along with stunning Arizona sunshine and water. Put on your sunglasses before you look at this website and get ready to "get out in it." Even the typography is active. All of the photography in main page rotation shows people, young and old, doing what they love. It's a very active website and hot colors draw you into the calls to action but do not overwhelm.
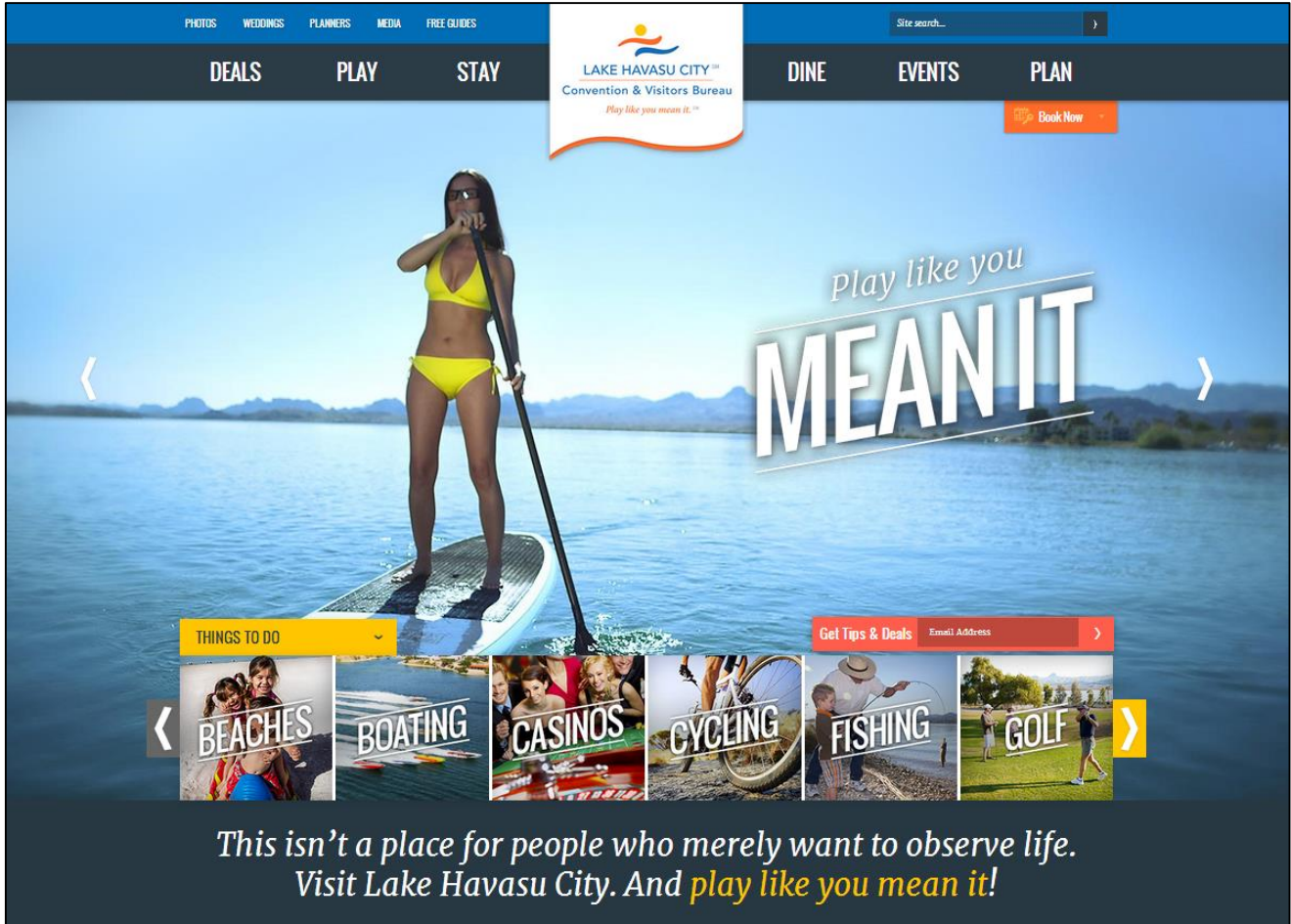
GOAL FOUR: Data Collection (4.4)

4.4 Online components to collect data.

Email marketing is a key component to a marketing strategy for any industry. Your email list subscribers are your most qualified leads – those customers who have willingly opted-in to receive more information about your brand. A study by McKinsey & Company found that for every $1 spent on email marketing, the average return on investment is $44.25. Largely, this is fueled by the proliferation of responsive/mobile email, allowing users to stay engaged on-the-go. Seventy-two percent of US online adults send or receive personal emails via smartphone at least weekly, and one-third of marketers say their subscribers read email on mobile devices at least 50% of the time (Forrester).

In developing an effective email marketing program, there are a few best practices to consider:

1. E-news Signup Call-to-Action

    You have to give your users easy access to e-news signup options. That means making the call-to-action (CTA) big, bright and buttony. The CTA also must include enticing copy: "Click for Free Wild, Wonderful West Virginia Travel Tips," for example. The e-news signup should be available from any page of the website.

2. E-news Signup Form

    Signup forms must be short and intuitive while still collecting valuable data. We recommend required name, email and zip code fields as well as optional birthday fields (birthday emails are in the top 3 most effective emails according to ExactTarget). These forms provide an excellent way to segment your audiences as well as encourage them to take additional actions. Based on your goals, we can segment emails by interest like the Arkansas e-news form below.

ARKANSAS E-NEWS
One-of-a-kind attractions, activities, and events in Arkansas -- all delivered right to your inbox!

I am also interested in receiving specialized e-mails related to:

☐ Fishing   ☐ Music   ☐ Golf

☑ General   ☐ Outdoor   ☐ Kids

☐ Group Travel   ☐ Living in Arkansas   ☐ Motorcycling

3. Email Marketing Platform

Your choice in email platform is important to how your emails are collected, stored and segmented. The email platform of choice will determine how well emails are collected, the associated data fields and the ability to segment and send content and A/B test based on those segments. The platform choice also hinges on client staff time and skills and/or the ability or budget to rely on Aristotle's marketing team to build and send emails. Platforms such as ExactTarget are highly sophisticated and generally require staff skilled in HTML5 for even basic e-newsletters. Platforms such as MailChimp or Constant Contact are more versatile and require less specialized knowledge but are not as customizable. Aristotle will work with the WV Division of Tourism to select a platform to meet your needs including:

   a. Collection
   b. Storage
   c. Segmentation
   d. A/B Testing

4. Email Marketing Distribution

The success of an email marketing program hinges upon executing an email content/editorial calendar designed to achieve specific goals and objectives and measured against key performance indicators. This, combined with the use of best practices and mobile friendly design, guarantees success. Aristotle will work with the WV Division of Tourism to:

   a. Design responsive email templates:
        i. General e-news
        ii. Welcome trigger email
        iii. Unsubscribe trigger email
        iv. Special message
   b. Build an email marketing 12-month content/editorial calendar
   c. Analyze campaign and email performance data on a monthly basis and use the results to recommend additional strategies and practices

GOAL FIVE: Partner Portal (4.5)

4.5 To develop and implement an industry partner portal.

Aristotle has integrated many user-friendly web portals for large clients of similar size and scope, allowing the listing owners to enter and edit listings content. We apply the same user experience and user interface standards to client administration tools as we do the consumer user, offering an efficient, easy-to-use and seamless system.

Through Umbraco, Aristotle provides a powerful CMS to our clients that has several admin accesses including the ability to upload/edit content on the website, submit content for review and approval, update database listings and access exclusive content.

For example, Arkansas.com integrates a lodging, dining and attractions database as well as a deals database and an events database. Each partner listings page (whether a restaurant, hotel, etc.) is generated from the lodging, dining and attractions database. Each individual partner can access and edit their individual database listings page and event partners upload events for both web and print publication.

Partners are able to link from the main page to the "Members only" section where they enter their login and password. There is a link on the login page to have a member's password emailed to them if they forget it. Aristotle developed an administration tool that allows Department staff to manage levels of access for all partners. The staff is able to define/edit the level of access for each member. The Department also has the ability to add members through this valuable, custom tool.

Groups and conference focused partners can view online customer requests and respond to customers online by uploading additional content through the portal's CMS. Partners also view complete reports on inquiries and leads through the reporting tool in the portal's dashboard.

GOAL SIX: Content Management System (4.6)

4.6 To develop an easily editable, user-friendly website.

Aristotle recommends the Umbraco CMS platform for this project. Umbraco is an open-sourced CMS built on the secure .Net platform. It provides a full-featured web content management system that is easy to use, simple to customize, and robust enough to run sites from Fortune 500 companies and some of the largest media sites in the world such as Vogue, Heinz, Cinemark Theaters, Red Roof Inns, Microsoft ASP.net, and Warner Brothers.

Umbraco is easy to learn and use for content creators, webmasters, and web developers alike. Content writers and editors will immediately recognize Umbraco's interface with its easy to understand tree-view of pages and WYSIWYG page editor.

Umbraco's WYSIWYG page editor
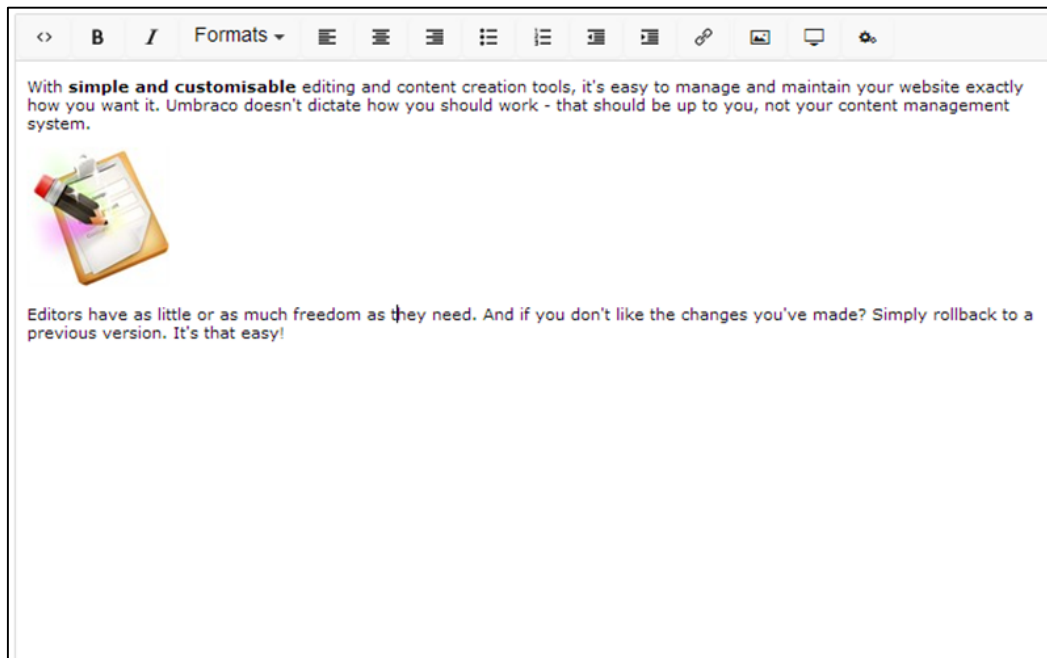
For many years, Aristotle has used the .NET platform and framework for all of our larger tourism clients due to its flexibility and customizability. Recently, we made the strategic decision to adopt Umbraco as our development platform and CMS solution, and it has been a game-changer. It is a remarkable platform supported by an active developer community that features all the learning from the past decade about CMS interface. Our programmers have completed successful training and execution in the platform.

Umbraco includes features to manage workplace efficiencies such as roles and permissions to allow access to specific settings or content to ensure quality control amongst staff and leadership. Staff can also set up "workflows" (such as the example on the next page) based on how the West Virginia Division of Tourism creates, edits and approves content within the organization. In the example, content is created by a user and sent to another user for review and approval. If the content is not approved, Umbraco sends an email to the content creator. If the content is approved, it is posted to the appropriate location on the website and an email is generated to the content creator verifying approval.

Edit Workflow

Content is created.

A supervisor or other designated staff person is notified and approval is requested.

Approval is given, in which case the content is posted and the content creator is notified. If approval is not given, the content creator is also notified.
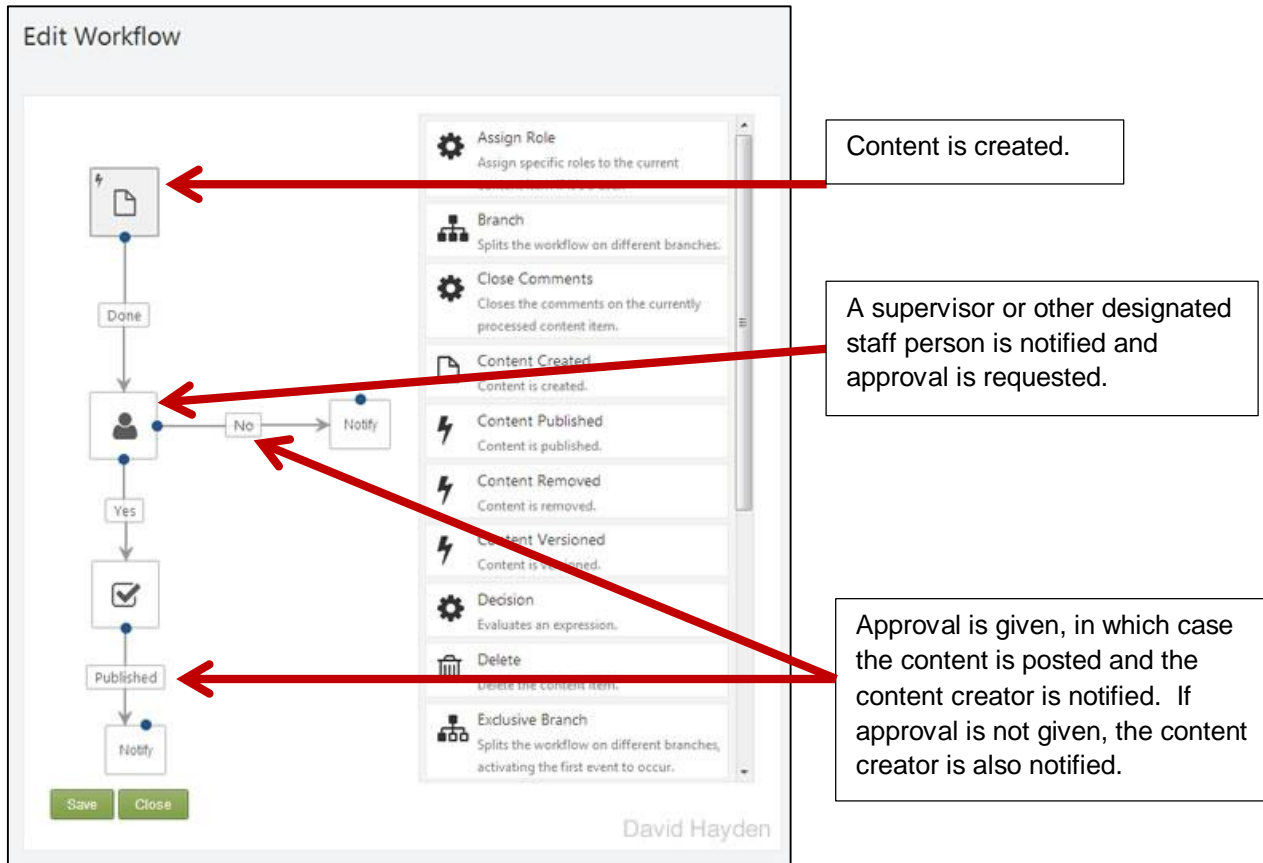
Umbraco also allows users to employ widgets (see the image below of the front-end display of a blog widget as seen on www.gulfshores.com) to drag and drop content into specific areas of the site, further increasing the ease of content updates. Most users associate widgets with more templatized CMSes such as WordPress or Drupal; however, Aristotle can create custom widgets that enhance sitewide functionality and uniqueness. The West Virginia Division of Tourism will have the advantage of a custom site with an easy-to-use, partially widget-based CMS.
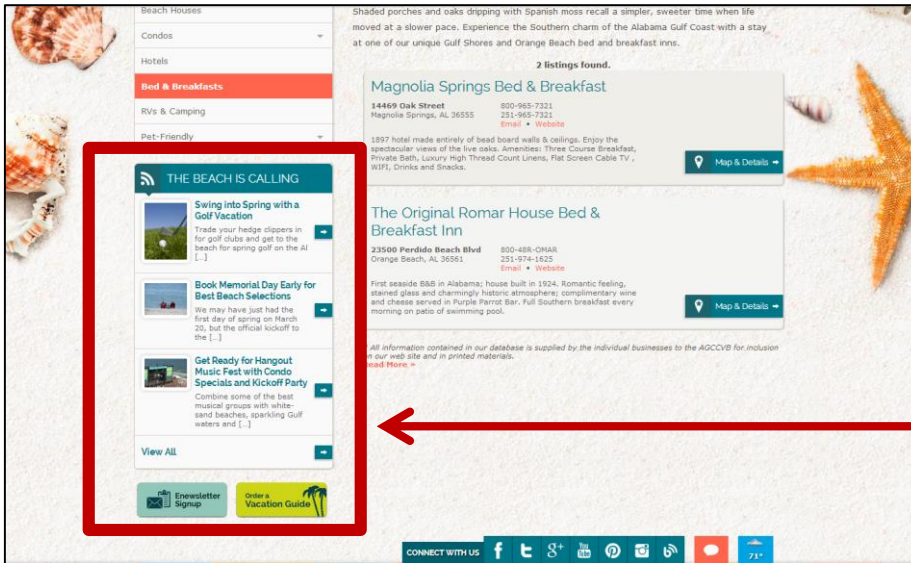
In Umbraco, the West Virginia Division of Tourism can create their own microsites using widgets and themes. Aristotle will provide an initial content layout with widget areas that can accommodate the appropriate widget types.

Header may be fixed.

Widgets such as social media feeds, blog feeds, etc. may be dragged and dropped here.

Social media badges or promotional "buttons" could be placed here.
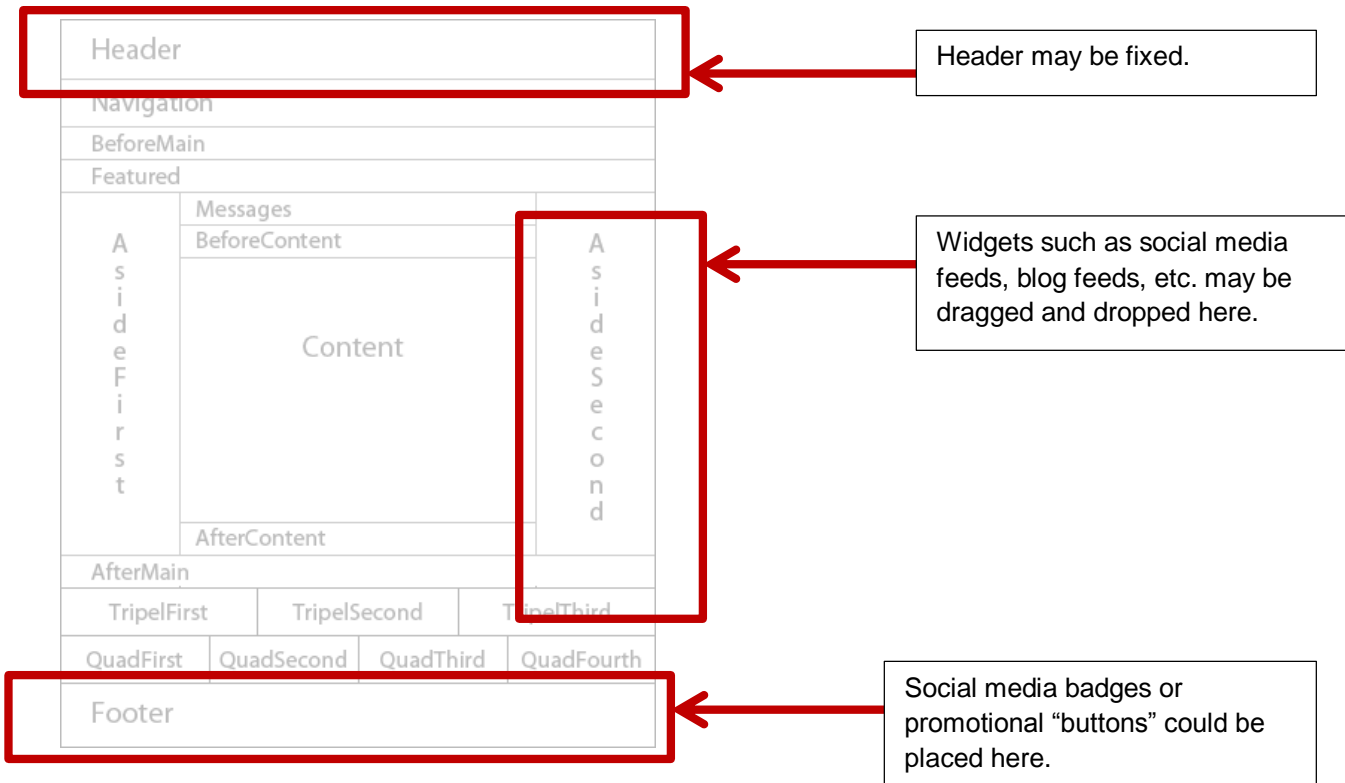
Example of a Content Layout

The above content layout allows for widgets to be dragged into the designated areas and can be set for specific pages. Some areas in the content layout will be fixed such as a header with a logo or footer. Widgets for social

media feeds, blog feeds, upcoming events, etc. can be placed in the sidebars as indicated. This is only one example of a content layout. There are many ways in which Aristotle can organize fixed and moveable content within a theme. Aristotle can provide as many theme variations for microsites as needed by the West Virginia Division of Tourism.

GulfShores.com Microsites for Conventions, Weddings & Reunions and a Media Room

GOAL SEVEN: Future Proofing (4.7)

4.7 To ensure a plan is in place for future updates, website maintenance, hosting, and reporting functions.

Maintenance

In the weeks following the launch of a redesigned website, Aristotle spends time in a Quality Assurance period. This period ensures that all functionality included in the website design and development scope of work is complete. Beyond this work, any small changes requested by WV Division of Tourism or small changes recommended by Aristotle can be performed. This includes any changes to art or programming or other items that WV Division of Tourism is unable to edit themselves or requires Aristotle to update on your behalf. Each maintenance arrangement with each client is different based upon budgeting and preference; however, a common arrangement is a set amount of maintenance budget is allocated per month. Maintenance needs $500 or under do not require a formal work order but do require documented approval of the change (either via email or Basecamp). Maintenance needs above $500 require that Aristotle generate an official maintenance work order detailing the project scope of work and price. This work order must be approved via email or Basecamp before work can commence.

Reporting and Growth

There are three ways in which Aristotle helps our clients grow their market share. The first is through metrics. We carefully monitor all of the metrics for our clients' online marketing efforts with an eye for detail and an understanding of the bigger picture. Keeping a constant watch on performance is what makes or breaks a digital strategy. Aristotle's team of analysts and strategists will help WV Division of Tourism grow based on what we learn. Secondly, Aristotle monitors the pulse of online industry, and we will help you take advantage or navigate through any changes. This reporting is gathered by Aristotle and presented and discussed during the previously mentioned monthly 1.5 hour overall strategy and performance reports with primary client contact and leadership (for our state tourism clients, this generally occurs while the client is preparing for presentations to their appropriate commissions). We recommend that this meeting occur in-person once every quarter. In the 6th and 12th month of the contract, this meeting becomes a six-month and yearly review respectively.

Website Hosting
Aristotle will host GoToWV.com on one of our dedicated servers. Aristotle recommends a dedicated hosting environment for both web service and data.

Uptime
Aristotle shows 99.99% uptime over the last three months on a 24/7 x 365 days a year schedule. Scheduled maintenance occurs during off-peak hours between 12:00 a.m. and 5:00 a.m.

Should a server failure occur, Aristotle provides a 24x7 notification system. At five-minute intervals, specially-designed software polls the website to determine if the site is active. If the site is down, our software contacts the technician on call and indicates the difficulty. Response time during business hours (8:00 a.m. to 5:00 p.m. Monday through Friday CST) is immediate. Off hours, it is usually less than thirty-minutes.

Spikes
Aristotle monitors daily the through-put of our websites to ensure overages do not occur. When reaching 75% capacity, we will notify our internet service provider to increase capacity. The process to increase capacity takes approximately 5 business days which is why we notify at 75%. We will work with a client to ensure anticipated spikes (from campaigns or for other reasons) are handled appropriately and successfully.

Backups
Aristotle executes full weekly back-ups with daily incremental as well as full monthly off-site backups to ensure full restoration if needed. Aristotle has a comprehensive on and off-site back-up system that significantly minimizes the chance of data outage and loss.

Security
Aristotle uses Microsoft Windows Server and SQL Server software and the Microsoft.NET development platform. These have built-in security features and Microsoft issues updates approximately every two weeks. Urgent security fixes are applied immediately.

Physical Security
Servers reside in a locked, separately cooled and powered room at Aristotle's offices. Access to the server room is via combination lock, and both doors are kept locked at all times. In addition, visitors to Aristotle offices are required to sign in and display visitor badges. All doors to Aristotle are locked at all times except the main entrance that is attended during business hours.

Electronic Security
Access to the Web and data servers is fully-restricted and access to sites via FTP or CMS is available via logins and passwords. Aristotle has established rules for the selection of passwords, which are periodically changed.

We comply with the manufacturer-recommended lock-down procedures including:

- Removing unused services and protocols
- Disabling automatic logons and guest accounts
- Tightening security on system folders and files
- Applying security patches and service packs as available

GOAL EIGHT: Mobile Functionality (4.8)

4.8 To ensure mobile functionality

As demonstrated in the case studies and features section of this RFP response, Aristotle takes great care in designing the interfaces users will see on mobile devices. Aristotle has developed numerous websites with Responsive Designs, allowing our clients to eliminate the need for a mirrored mobile website. Our current clients include the states of Utah, Arkansas, and Kentucky tourism departments. During the Research and Discovery phase of this project, we will work with the West Virginia Division of Tourism to determine what functionality will be mapped from the desktop display to the tablet and mobile displays. Aristotle pays careful attention to load time of responsive websites understanding that most visitors will bounce from a site that takes more than 3 seconds to load. To do this (and use immersive photography and animation), we carefully manage image size and other assets and spend a great deal of time on our server-side technologies to ensure quick load time.

GOAL NINE: Designated Person (4.9)

4.9 To provide a designated person for this account

At Aristotle, every client is assigned a dedicated producer for their account. Your producer, Laura Kirk, will be your project lead and serve to represent all of GoToWV.com users, customers and other third parties involved in the process. Laura Kirk will also be responsible for ongoing planning and consulting. During the development phase, our team will have scheduled meetings once a week with the West Virginia team. Immediately after launch, these meetings continue for approximately 1 month. After one month, these meetings move to monthly for the next 3-4 quarters or as needed by the client and ongoing project goals.

Once the project has been scheduled according to agreed-upon deadlines, that schedule will be maintained as planned. Aristotle's production management and tracking systems provide updates and allow short and long range reviews of the schedule by all production team members. The schedule keeps the production team informed of project requirements, client content delays or interruptions. The Aristotle producer remains informed of progress as a project develops and works with the production staff to adjust scheduled workloads to meet the client's needs as required.

RESPONSE TO CRFP 0304 TOR1500000005

ATTACHMENT B:
MANDATORY SPECIFICATIONS CHECKLIST

West Virginia Division of Tourism
Website Design and Development

April 28, 2015

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Department of Administration, Purchasing Division
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Email: mjohnson@aristotle.net
Web: www.aristotle.net

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Mandatory Specifications Checklist

Section 4, Subsection 5.1: Hosting facility must guarantee up-time of 99.5% with 24 hour customer service, security, backup, and connectivity.

Vendor Response: Aristotle agrees to and accepts these terms. Aristotle shows 99.99% uptime over the last three months on a 24/7 x 365 days a year schedule. Scheduled maintenance occurs during off-peak hours between 12:00 a.m. and 5:00 a.m.

Aristotle monitors all servers 24/7 using redundant, automated monitoring systems. Aristotle's System Administration staff is on call 24 hours a day/7 days a week to address any server malfunction or system failure. Should a server problem occur, monitoring software sends an emergency notification to on-call personnel.

Aristotle runs daily differential and weekly full disk backups that are stored in fireproof cabinets on-site.

Monthly backups are stored in fireproof storage facilities off-site. Aristotle maintains a complete library of software assuring the capability of recovering any application at any time. Aristotle maintains all critical systems (multi-Web servers, dedicated servers, authentication servers, billing/accounting servers, SQL servers) with mirrored drive systems. All primary drives are mirrored. In the event of a main drive failure,

Aristotle can access and install secondary systems with a minimal loss of time. Aristotle maintains component backups for CSI boxes and maintains next day parts and labor service agreements with Dell

Computer Corporation for Dell products used on-site (e.g., power supply, Ethernet card, SCSI adapter Card, CPU, etc.)

Aristotle monitors security both on the server and network level including Host-based intrusion detection and system logs. Patches to the operating system and database software are constantly being implemented.

Section 4, Subsection 5.2: The Agency will retain complete ownership or a perpetual software license to all scripts and/or code required for the full operation of the website. At the tennination of this contract, any such materials will be returned to the Agency without demand.

Vendor Response: Aristotle agrees to and accepts these terms.

Section 4, Subsection 5.3: The Vendor will be permitted to subcontract(s) with any other party for furnishing any of the services needed to build, create, operate, etc. a website for the Agency. Should the Agency wish to utilize services to implement a new website that may or may not be provided by the Vendor herein, at the Agency's request, the Vendor will subcontract these services. The cost for providing such assistance shall be in accordance with the cost estimates set forth in Attachment "C" hereto. The Agency has the final approval of all subcontracts.

Vendor Response: Aristotle agrees to and accepts these terms. Aristotle does not plan on subcontracting for services for GoToWV.com

Section 4, Subsection 5.4: At the request of the Agency, the Vendor will travel to and from the Agency offices, and travel related expenses incurred, are the responsibility of the Vendor and not reimbursable.

Vendor Response: Aristotle agrees to and accepts these terms.

Section 4, Subsection 5.5: Prior to the commencement of work on any project, the Vendor will provide the Agency with cost estimates to include personnel hours, outsourced services, materials and any other related expenses. The cost for providing such assistance will be in accordance with the cost estimates set forth in Attachment "C" hereto.

Vendor Response: Aristotle agrees to and accepts these terms.

Section 4, Subsection 5.6: Nothing in this contract will prevent the Agency from utilizing in-house resources.

Vendor Response: Aristotle agrees to and accepts these terms.

Section 4, Subsection 5.7: When contacted by the Agency Commissioner or his or her project designees, the Vendor will be available via electronic communication or by telephone by the parties listed above.

Vendor Response: Aristotle agrees to and accepts these terms.

Section 4, Subsection 5.8: Upon the contract expiration, the Vendor will exercise its best efforts and cooperation to effect an orderly and efficient transition of all Agency assets owned by the Agency to a successor, successor being either the Agency or another Vendor.

Vendor Response: Aristotle agrees to and accepts these terms.

Section 4, Subsection 5.9: The Vendor must provide services contained in this contract to any division within the West Virginia Department of Commerce at the request of said division.

Vendor Response: Aristotle agrees to and accepts these terms.

Section 4, Subsection 5.10: The Vendor will include an estimated timeline for development, testing and live site.

Vendor Response: We estimate 5-6 months for completion on the new GoToWV.com website:

Strategy and Discovery	4 weeks
Navigation and Approvals	2 weeks
Wireframes and Approvals	3 weeks
Main Page Mockup & Approval	2 weeks
Website Content Due from Client	4 weeks
Specifications Review and Approvals	4 weeks

Interior Page Mockups and Approvals	4 weeks
SEO Recommendations and Approvals	4 weeks
Module Development	2 weeks
Content Entry	2 weeks
Site Testing and Review	3 weeks
CMS Training	2 days
Client QA	3 weeks
General Proofing of Site	3 weeks
Final Approval and Launch	1 week

Please note that some of the above processes overlap and are shown to reflect the development process. Time to launch is heavily dependent on the resources and turn-around time for client approvals and deliverables.

RFQ No. *CRFP 0304 TOR150000005*

<div align="center">

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

</div>

MANDATE: Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

DEFINITIONS:

"**Debt**" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"**Employer default**" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"**Related party**" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceed five percent of the total contract amount.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (*W. Va. Code* §61-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: _Aristotle, Inc._

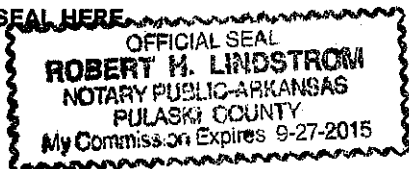Authorized Signature: _Marla Johnson_ Date: _4/28/15_

State of _Arkansas_

County of _Pulaski_ , to-wit:

Taken, subscribed, and sworn to before me this _28_ day of _April_ , 20 _15_

My Commission expires _9-27_ , 20 _15_.

AFFIX SEAL HERE

OFFICIAL SEAL
ROBERT M. LINDSTROM
NOTARY PUBLIC-ARKANSAS
PULASKI COUNTY
My Commission Expires 9-27-2015

NOTARY PUBLIC _[signature]_

Purchasing Affidavit (Revised 07/01/2012)

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.:

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:
(Check the box next to each addendum received)

[✓] Addendum No. 1　　[ ] Addendum No. 6

[✓] Addendum No. 2　　[ ] Addendum No. 7

[ ] Addendum No. 3　　[ ] Addendum No. 8

[ ] Addendum No. 4　　[ ] Addendum No. 9

[ ] Addendum No. 5　　[ ] Addendum No. 10

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

ARISTOTLE, INC.
Company

Marla Johns
Authorized Signature

_4/28/15_
Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.

Revised 02/27/2015

CERTIFICATIONAND SIGNATURE PAGE

By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

ARISTOTLE, INC.
(Company)

Mark Johnson, CEO
(Authorized Signature) (Representative Name, Title)

_501·374-4638 / 501·376·1377 / 4/28/15_
(Phone Number) (Fax Number) (Date)

Revised 02/27/2015