



Lee County, Virginia Seeks Website Redesign, Development and Hosting Services

Estimated Budget: \$15,000 - \$20,000



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(Estimate based on roles, tasks, hours, and hourly rates calculated by Upscale Method)

September 22, 2026 by Chris Johnson

Client: County of Lee, Virginia

Sector: Local Government

Location: Jonesville, Virginia, USA

Proposals Deadline: October 15, 2026, at 2:00 p.m. Local Time

Project Overview

Lee County, Virginia is seeking an experienced website designer or agency to redesign its county website, improve its structure, and make information easier for residents, businesses, and visitors to find.

The project includes a refreshed design, clearer navigation, migration of existing content and documents, advanced search, hosting, and staff training. The county also welcomes options for a new content management system that allows its staff to publish and maintain information internally. The RFP does not require a specific platform such as WordPress or Drupal.

The new website should reflect the county's identity, support transparency and customer service, and highlight county projects, news, and events. Each department should have its own main page to direct visitors to relevant information and services.

Estimated Budget:

\$15,000 to \$20,000 USD

Estimate based on roles, tasks, hours, and hourly rates c/o Upscale Method. This is an independent estimate, not a budget stated by the county. Hosting and ongoing support should be priced separately.

Client Address:

County of Lee
Lee County Courthouse
33640 Main Street, Room 111
Jonesville, Virginia 24263

Proposals Deadline:

October 15, 2026, at 2:00 p.m. Local Time

Key Features and Requirements

1. **Website design and navigation**
Create an attractive, functional government website that reflects the county's culture and logo. Organize content around visitors' needs, with intuitive menus and prominent search.
2. **Department pages**
Provide a main page for each department, with access to department news, information, and services. Work with county staff to address departmental and community needs.
3. **Content management**
Propose suitable CMS options and enable county staff to manage content internally. The final scope will be agreed upon with the selected vendor.
4. **Content and document migration**
Consolidate and migrate existing website content and files into the new structure.

The RFP does not specify page or document quantities, so agencies should confirm the inventory before finalizing their price.

5. **Advanced website search**

Search must cover website pages and documents, including PDFs. Requirements include exact phrase searching, misspelling correction or matching, results ranked by relevance, and browsing by category or content type, such as documents, news, and events.

6. **Mobile and browser compatibility**

Support desktop, tablet, and mobile use. Public viewing and website editing must function across major browsers and operating systems on PC and Mac, including current versions and at least one version back.

7. **Search engine optimization**

Structure the website so search engines can crawl and index its pages effectively.

8. **Hosting, training, and support**

Work with the county to provide hosting. Explain the initial staff training approach and describe ongoing project management, development, help desk support, and training as separate items.

Who This Project Fits

This opportunity is best suited to agencies with government website experience, content migration capabilities, and experience implementing advanced document search.

Applicants must provide references from at least five counties or municipalities where they have completed similar projects. The county prefers at least two references from Virginia.

Proposals must also include relevant experience, assigned staff resumes, a project contact, estimated turnaround time, a completion timeline, and a payment schedule tied to milestones. Any subcontractors must be identified in the original proposal and accepted by the county.

The Constitutional Officers' websites and the Lee County Economic Development Authority website are excluded from the redesign. These remain separate websites linked from the county website.

Submission Details

Submit three hard copies and one PDF copy on a CD or flash drive in a sealed envelope or package marked "Proposal for Website Redesign Services," along with the proposer's name.

Address submissions to Clint Carter, County Administrator.

For delivery in person, use the courthouse address above.

Mailing Address:

Clint Carter, County Administrator
P. O. Box 367
Jonesville, Virginia 24263

Email and fax proposals are not accepted. Proposals must arrive before the deadline; a postmark does not count as timely submission.

Contact Information

Name: Clint Carter

Position: County Administrator

Email: ccarter@leecova.org

For a copy of the RFP, the listed phone contact is **Jerrica Eldridge-Carter, Purchasing Clerk, at (276) 346-7714.**

Questions about the RFP should be emailed to Clint Carter no later than **October 9, 2026.**

If your agency has completed similar county or municipal websites, this could be a good fit. Pay particular attention to the reference requirements, content migration volume, and advanced search features when preparing your proposal. The county will consider price, but it will also look at how well your proposal meets its needs.

NOTE: See the RFP below for the complete proposal submission instructions. Please review all the requirements carefully to determine whether this project is a good fit for your agency.

Chris Upscale Johnson

Web Agency Success Coach

Lead Generation

UpscaleMethod.com

See the RFP below:

REQUEST FOR PROPOSALS
WEBSITE REDESIGN AND DEVELOPMENT
COUNTY OF LEE, VIRGINIA

September 21, 2026

The County of Lee, Virginia is now soliciting proposals from interested and qualified firms or individuals to provide website redesign and development services. The full Request for Proposal is available on the county website www.leecova.com or by contacting Jerrica Eldridge-Carter, Purchasing Clerk, at (276) 346-7714. Sealed proposals are due in the County Administrator's Office no later than 2:00 p.m., Thursday, October 15, 2026. Firms or individuals submitting proposals must meet the minimum qualifications and criteria as described herein. Selection will be made on the basis of the proposal that best meets the needs of the county. In making its selection, the county will consider price; however, it will not be the sole determining factor.

BACKGROUND INFORMATION

The Constitutional Officers have opted to have a separate vendor developed website with links to their site on the county's website. The Lee County Economic Development Authority also maintains a separate website with a link from the county's website. These offices are not included in this request for website redesign and development services.

QUALIFICATIONS OF PROPOSER

The proposer shall submit proof of competence by providing information that describes experience of the firm or individual which supports its ability to complete the project as specified in this Request of Proposal. At a minimum, this shall include:

1. Number of years in business and number of years experience in providing professional website design and development services.
2. Capabilities and experience of the proposer.
3. References, including contact information, from at least five (5) counties/municipalities (prefer at least two references in Virginia) wherein similar projects have been completed.
4. Average turnaround time for redesign and development of the new website.
5. Project contact person and resumes of staff member(s) to be assigned to the project.

SCOPE OF SERVICES

The proposer will redesign Lee County's website, including a new design, a new website structure and the options for a new Content Management System provided by the contractor. A final scope of work will be developed by agreement with the county and the proposer. The following is a preliminary scope to generally communicate the county's expectations.

1. Creation of a highly useable website using dynamic design and organization that will allow users to easily find information
2. Demonstrate the county's commitment to transparency and high-quality customer service
3. Act as a marketing tool for Lee County, providing users with news about county projects and events
4. Consolidate and migrate existing content to the new website
5. Incorporate various specific needs of each department and the community as a whole into the overall design

DEVELOPMENT OBJECTIVES

Lee County would like to create a customer focused website using intuitive navigation controls that will allow for easy access to information by site visitors. The county would like to redesign the current website the latest technology.

Balance Government Look and Feel with Unique Web Presence

Government sites are informative in nature and should clearly portray that purpose on this website. The site should also portray a unique web presence that is attractive as well as functional to fulfill the model of online government services. The vendor will be expected to work with county staff to develop the "look and feel" of the site to convey the county's culture and logo.

Site Navigation and Organization

The site navigation should use modern tools and techniques to help guide visitors to their desired information. The site should incorporate at a minimum these strategies:

- User-centric design and organization
- Robust intuitive search functionality and menu system as the primary navigation tools
- Each department will have its own main page to guide visitors to department specific news and services

Browser/Device Compatibility

Any new website design for this project should be easily viewable from a desktop, tablet or mobile device of any manufacturer. The user experience should be similar across all devices, allowing for differences in device layouts or requirements and fully functional, both viewing and editing, with the major browsers and operating systems on PC and Mac.

Any implemented website should be functional with the current versions and at least one version back of major browsers and operating systems.

Hosting

The selected proposer will work with the county to provide hosting services for the website.

Search Engine Accessibility

Search engine optimization (SEO) and site search functionality. The site should provide for search engine optimization to allow the highest possible ranking of the individual pages within the site from all major search providers, including but not limited to Bing, Google, MSN Search and Yahoo!

- The site should be accessible by spiders for the purpose of indexing the site.
- The site should be structured in a manner that spiders can crawl easily.
- The site should provide robust and prominent smart search functionality allowing users to type in a word or phrase to find information on the site.
- The search feature should provide results for a single word, combination of words, or the exact phrase searching using quotation marks.
- The search feature should auto correct and/or provide results that best match misspelled words or phrases.
- The search feature should enable search of both HTML pages and documents, such as PDF files.
- Results will be returned in order of relevance based on the frequency of the search words in the page content or metadata, and results can be browsed by category.
- Users should be able to browse search results within different content types, such as documents, event calendar and news.

Data Migration

Data and file migration from existing site and integration into new site: Understanding that this RFP provides the county with the opportunity to restructure and update its content, the county has a significant investment in the existing content and files. Proposals should include the necessary process for migrating the data and files from the existing site into any new or upgraded CMS. This includes indexing and integrating existing content into the new design and navigation structure.

Knowledge Transfer and Skills Training

The newly designed website will bring new technologies to the county and new ways to use existing technologies. The county expects the vendor to work closely with key staff members to answer questions and give demonstrations on the new site features. Describe how your company will provide initial training for the county's appointed content users,

should the county select an internal CMS. In addition, describe how you will provide on-going support by job title, including project management, development, help desk support and training as separate items. The resulting website design will provide for in-house posting and maintenance by county staff.

OPTIONAL PRODUCTS AND SERVICES

Proposals may include suggested additional services not requested by the county. Any suggested additional services should also include estimated costs for said services. The county reserves the right to evaluate optional services and to accept, reject, or negotiate with reference thereto as the county, in its sole discretion, may decide.

COST ESTIMATE

The proposer shall provide an estimate of costs for completion of the project and any optional products and services described under Scope of Services and Optional Products and Services proposed for this RFP.

PAYMENT SCHEDULE AND PERFORMANCE TIMELINE

The proposer will provide a proposed payment schedule based on work completion milestones and will provide a projected project performance timeline for completion of the work to include design, development, training and implementation.

SUBCONTRACTING

The Contractor shall not sub-contract any of the work required by this Request for Proposal unless the subcontractor is clearly identified in the original proposal and accepted by the county.

PROPOSAL SUBMITTAL

Proposals must be submitted not later than 2:00 p.m. on Thursday, October 15, 2026 to:

By Mail

Clint Carter, County Administrator
P. O. Box 367
Jonesville, Virginia 24263

In Person

Clint Carter, County Administrator
Lee County Courthouse
33640 Main Street, Room 111
Jonesville, Virginia 24263

Submit three (3) hard copies and one PDF electronic copy (CD or flash drive) of the entire response in one sealed envelope or package clearly marked on the outside with the name of the proposer and with the words “Proposal for Website Redesign Services”. Any proposal received after the due date and time will be returned unopened. Postmarks will not be considered for purposes of meeting the due date and time. No fax or email submittals will be accepted. Any questions regarding the Request for Proposal should be addressed to Clint Carter, County Administrator, by email at ccarter@leecova.org, no later than October 9, 2026.

WITHDRAWAL

Proposals may only be withdrawn by written notice prior to the date and time set for the submission of proposals. No proposal may be withdrawn after the deadline for submission.

NON-DISCRIMINATION CLAUSE

By signing and submitting a proposal for consideration of an award by Lee County, the proposer covenants that it will not discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions, or privileges of employment due to race, color, religion, national origin, age, sex, marital status or disability unrelated to the individual’s ability to perform the duties of a particular job or position. Breach of this covenant may be regarded as a material breach of any resulting contract.

COUNTY’S RIGHTS UNDER THE RFP AND EVALUATION PROCESS

With respect to this RFP and the evaluation of Proposals received, the county reserves the right to (i) select and enter into negotiations with one or more proposer(s) submitting on this RFP; (ii) to select and enter into an agreement with a proposer based on the evaluation criteria but not necessarily to the proposal with the lowest cost; (iii) to reject any or all proposals received; (iv) to amend, modify or issue supplements to the RFP in the form of written addendum(s); (v) to waive immaterial deviations from the RFP requirements; and (vi) to amend the scope of services to be provided after selection for negotiation of one or more proposers to include services not previously identified in the RFP.