

SAM.gov
SOURCES SOUGHT NOTICE

1. **Solicitation Number:** 75N95024Q00106SSN
2. **Title:** Website Optimization Software
3. **Classification Code:** 7A21 - IT and Telecom – Business Application Software
4. **NAICS Code:** 541519 - Other Computer Related Services
5. **Description:**

This is a Sources Sought notice. This is NOT a solicitation for proposals, proposal abstracts, or quotations. The purpose of this notice is to obtain information regarding the availability and capability of all qualified sources to perform a potential requirement.

For equipment/supply requirements, responses must include: (1) the place of manufacturing (i.e. address if supply/equipment is a domestic end product and include country of manufacture), as well as (2) the size status of the manufacturer under the applicable NAICS code (i.e. address Non-Manufacturer Rule).

This notice is issued to help determine the availability of qualified companies technically capable of meeting the Government requirement and to determine the method of acquisition. It is not to be construed as a commitment by the Government to issue a solicitation or ultimately award a contract. Responses will not be considered as proposals or quotes. No award will be made as a result of this notice. The Government will NOT be responsible for any costs incurred by the respondents to this notice. This notice is strictly for research and information purposes only.

Background:

The Electronic Communications Branch (ECB) within the National Institute of Mental Health (NIMH) Office of Science Policy, Planning, and Communications (OSPPC) oversees the design, development, and management of the enterprise-wide NIMH public website and the NIMH intranet.

The NIMH website is a highly visible, trusted, and key communication channel for disseminating information to the public about the science of mental illnesses and why it matters. To maintain the public trust, authenticity, accuracy, and timeliness of the content ECB posts on the website, the latest tools for optimizing the user experience are necessary. Additionally, to maximize the website user diversity and

inclusion, the website must comply with Section 508 regulations, which specify Federal compliance standards for individuals with disabilities. A website optimization software tool is required to provide ongoing maintenance, scanning, and reporting on the NIMH website. Additionally, OSPPC's Science Writing, Press, and Dissemination Branch creates content and advises on website strategy; as such, they will also use various aspects of this software.

Purpose and Objectives: The purpose of this acquisition is to acquire one (1) unlimited license of the Monsido Premium Package *or Equal* that meets all salient characteristics.

The salient physical, functional, or performance characteristics that "equal" products must meet are specified in the purchase description below.

Purchase Description: Monsido Premium Package *or Equal*

Salient Characteristics: The software package shall provide an easy interface and custom dashboards for monitoring the NIMH website's overall performance. This package is needed since it will provide a unified solution for identifying and prioritizing website issues, fixing errors on the platform with direct integration into NIMH's backend content management system, and monitoring. This tool shall address:

- (1) accessibility [e.g., counting issues and identifying pages, checking PDFs for accessibility issues and remediating];
 - (2) quality assurance [scanning for broken links and images, misspellings, and inaccurate content];
 - (3) statistics [tracking analytics on website traffic, visits to the website along with insights on visitor behavior];
 - (4) SEO [scanning website for errors and optimizing search tags];
 - (5) prioritized content [marking website content by tier based on number of views and links pointing to it];
 - (6) heartbeat [monitoring real-time web performance and providing alerts of issues such as crashes or slow response];
 - (7) governance [setting policies and rules for content to be consistent; locating content infringements; finding and correcting terms];
 - (8) inventory [providing digital asset management for documents, links, images, forms, etc.];
 - (9) management [managing multiple domains and user group access; sending specific reports to team members];
 - (10) page assistance [enabling personalization for changing formatting, fonts, etc.];
- and
- (11) unlimited training and support, including in-app chat support, to assist with

questions or issues.

Additionally, the software shall be capable of integrating with the NIMH content management system (Drupal 10).

Period of Performance: One (1) base year and four (4) option years

- 6. Capability statement /information sought:** Respondents must provide clear and convincing documentation of their capability of providing the software specified in this notice.

The respondent must also provide their UEI number, organization name, address, point of contact, and size and type of business (e.g., 8(a), HubZone, etc., pursuant to the applicable NAICS code and any other information that may be helpful in developing or finalizing the acquisition requirements.

One (1) copy of the response is required and must be in Microsoft Word or Adobe PDF format using 11-point or 12-point font, 8-1/2" x 11" paper size, with 1" top, bottom, left and right margins, and with single or double spacing.

The information submitted must be in an outline format that addresses each of the elements of the service requirement and in the capability statement /information sought paragraphs stated herein.

The response must include the respondents' technical and administrative points of contact, including names, titles, addresses, telephone numbers, and e-mail addresses.

All responses to this notice must be submitted electronically to the Contract Specialist. Facsimile responses are **NOT** accepted.

The response must be submitted to Sarah Adan, at e-mail address sarah.adan@nih.gov, with the subject line 75N95024Q00106SSN.

The response must be received on or before January 17, 2024, 5:00 pm, Eastern Time.

Disclaimer and Important Notes: This notice does not obligate the Government to award a contract or otherwise pay for the information provided in response. The Government reserves the right to use information provided by respondents for any purpose deemed necessary and legally appropriate. Any organization responding to this

notice should ensure that its response is complete and sufficiently detailed to allow the Government to determine the organization's qualifications to perform the work.

Respondents are advised that the Government is under no obligation to acknowledge receipt of the information received or provide feedback to respondents with respect to any information submitted. After a review of the responses received, a pre-solicitation synopsis and solicitation may be published in SAM.gov. However, responses to this notice will not be considered adequate responses to a solicitation.

Confidentiality: No proprietary, classified, confidential, or sensitive information should be included in your response. The Government reserves the right to use any non-proprietary technical information in any resultant solicitation(s).