Website Vendor Selection Guide

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1. Introduction

The EU Just Transition Digital Transformation Programme aims to support the development of best-in-class websites that will provide you with a foundation for growing your business online. It is an essential part of your digital transformation, and we want to make sure you get maximum benefit from this workstream.

To deliver on this objective you need to work with a website vendor that has the capability to deliver your website to the highest of industry standards. To help with this, a panel of approved vendors has been established to help you select an agency to deliver your website project. The vendors on this panel have been assessed against the essential criteria listed in section 2.

Applicants who wish to work with a vendor who is not on the approved panel can request that the vendor apply to join the panel by emailing Justtransition.digital@failteireland.ie. The application will be assessed by our agency partners and must meet the essential criteria listed below to be approved to join the vendor panel.

Important Note: It is up to you to pick the most suitable vendor to deliver your website project, and you will make the final decision on this. The EU Just Transition Digital Transformation Programme team will support you, but the final decision is with you.

2. Essential Criteria

All website vendors featured on the approved panel, undergo assessment by our agency partners. They must meet the below essential criteria to be eligible for selection by businesses in the EU Just Transition Digital Transformation Programme.

Essential Criteria	Description
Platforms	Websites must be built on industry standard platforms such as WordPress as they provide standard content management systems that are versatile and easy to tailor to your specific business needs and goals.
Site Ownership	We ensure that all businesses have full ownership of the site after it goes live so they are not tied to an agency.

Essential Criteria	Description
Website Speed	A fast website delivers higher conversion and a better user experience. We request the vendor outline the speed they typically achieve with websites and review 3 of their previous website builds to verify this using Google PageSpeed Insights tool.
Team Available	We assess the skills of the proposed website delivery team and require they offer people with expertise in Project Management, Design, Programming, Technical Accessibility Development, SEO and Analytics.
Turnaround Time	As part of the project, we want to ensure that a website is delivered to a very high standard but also is delivered within a reasonable timeframe. We ask each vendor the typical timeframe they can design and develop a website within.
Type of Websites	Agencies will indicate if they are prepared to build standard websites, bespoke websites or both.
Post Live Support	When a website goes live there can be post-launch issues, so we require that each vendor provide support after the website goes live.
Tourism Experience / Tourism Case Studies	We require vendors provide evidence of experience working with tourism businesses. Vendors are required to supply 3 case studies of tourism websites they have designed and developed. We assess these case studies based on a number of factors including design, UX, user journeys, SEO, accessibility and speed.
SEO Optimisation	We require vendors to provide evidence of their level of SEO knowledge and their SEO approach when developing websites.
Accessibility	As part of the Digital that Deliver programme, vendors must demonstrate their capability of delivering fully accessible websites compliant with WCAG 2.2 AA standards.

3. Vendor Panels

The EU Just Transition Digital Transformation Programme supports development of websites in two areas:

Website Type	Explanation
Standard	A standard website is when your website is replaced with a website designed specific to your needs. It is mainly for businesses that don't have a complicated offering and require a standard number of sections and pages.
Bespoke	A bespoke website is when your website is replaced with one designed specific to your businesses more complex needs, e.g high volume of web pages, additional integration requirements, more complex functionality, advanced layouts and interactive website components to make navigation through your content less overwhelming and more manageable.

3.1.   Vendor Panel for Both Website Types – Standard & Bespoke

Below is the list of approved website vendors available to build standard and bespoke websites.

Agency Name	Website
Purple Sheep	purplesheep.eu
Hello Humans	hellohumans.agency
Irish Media Agency	irishmediaagency.ie
Rob and Paul Design	robandpaul.ie
Marla	marla.ie
Insight	insight.ie
Acton BV	actonbv.com
Effector	effector.ie
WeAreOpen	weareopen.ie

Agency Name	Website
FCDM	fcdm.ie
Website NI	websiteni.com
Granite	granite.ie
Journey Creative	journeycreative.ie
Totem	totem.ie
Egg Design	eggdesign.ie
Little Blue Studio	Littlebluestudio.ie
Thin Slice Digital	Thinslicedigital.com
ITM Digital	itmdigital.ie
Splash	splash.ie
MatchPlay	matchplaymarketing.com

3.2. Additional Vendors for Bespoke Websites

Below is a list of vendors that will only work on 'Bespoke' websites. If you have been approved for this category, then it will be made clear to you in writing by your Project Consultant.

Agency Name	Website
Kooba	kooba.ie
Tribe	tribedigital.com
Matrix Internet	matrixinternet.ie

4. Selecting the Right Vendor for your Business

If you are getting a standard or bespoke website, you must select a minimum of 3 vendors from the approved list and request a quote/proposal from them to carry out the work outlined in your website requirements brief. Once all proposals have been received your Lead Consultant will then provide you with an objective review of the facts presented by each vendor in their proposal to help you select the most suitable vendor for your needs.

We would also advise you to have a meeting (online or in person) with each vendor to get a feel for the way in which they work and the team that will be designing and developing your website as it is important that you can work well with your vendor. It is also useful to give them the opportunity to present their proposal to you as what is presented on paper does not always translate as well as it would through an in-person meeting.

Once you have properly considered your options, it is solely your responsibility to choose what agency you wish to select and appoint, but your assigned Technical Diagnostic Expert (TDE) will help answer any questions you may have to fully understand what you are getting from each agency. Furthermore, you are solely responsible for discharging the vendor's fees. Grant payments in respect of the vendor's services/fees will be made in accordance with the scheme guidelines and/or the Investment Grant Agreement (IGA), based on eligible expenditure actually incurred and paid by you as grantee.

This Investment Grant-Aid Scheme for Private & Community SMEs
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