The American Chamber
of Commerce in Jordan

REQUEST FOR PROPOSALS (RFP)

AmCham–Jordan Website Design, Development and Implementation

RFP #	**02\2026**
Name:	**AmCham–Jordan Website Design, Development and Implementation**
RFP Date of Issuance:	**Thursday, April 16, 2026**
Date for receiving bidders' inquiries: Submission Email: amcham@amcham.jo	**Thursday, April 23, 2026, 4 PM**
Closing Date/Time for Submitting the Proposals: Submission Email: amcham@amcham.jo	**Sunday, May 10, 2026, 4 PM**
Anticipated Date for final selection:	**Monday, June 1, 2026**
Contract duration	**Four Months**

Proposals Submission Method:

Proposals Should Include:

1. Technical Proposal (PDF format) demonstrating understanding of requirements and proposed methodology.
2. Financial Proposal in Jordanian Dinar (JOD).

Proposals to be submitted in 2 separate documents.
Submission Email: amcham@amcham.jo
Email Subject Line: RFP – AmCham–Jordan Website Design, Development and Implementation

Important Note: *Submission of a proposal does not constitute an award commitment by AmCham-Jordan, nor does it obligate AmCham-Jordan to pay any costs incurred in preparing the proposal. AmCham-Jordan reserves the right to reject any or all proposals without explanation. All costs are at the proposer's own risk and expense.*

1. About AmCham-Jordan

The American Chamber of Commerce in Jordan (AmCham–Jordan) is a voluntary non–profit, non–governmental, member–based organization. Established in 1999, the Chamber has over 250 members from top Jordanian companies and U.S. companies operating in Jordan. Over the past 27 years, AmCham–Jordan has contributed to strengthening U.S.–Jordan economic relations and advancing Jordan's economy by promoting bilateral trade and investment and enhancing the overall business environment.

- Affiliated with the U.S. Chamber of Commerce in Washington, D.C.
- The official secretariat and technical reference for the National Tijara Coalition.
- Member of the AmCham MENA Regional Council.
- Connected to over 100 AmChams worldwide, the largest and most influential business network.
- Part of the AmChams Eurasia network, linking its members to AmChams across Eurasian countries.
- Dedicated Technical Jordan–U.S. Free Trade Agreement Unit helping businesses utilize opportunities mad possible under the Jordan–U.S. FTA.

What we do

Trade & Market Access

- Offer practical guidance on Jordan–U.S. trade frameworks
- Provide technical assistance through the Jordan–U.S. FTA Unit
- Facilitate participation in tradeshows, exhibitions, conferences, inbound and outbound business missions

Policy & Public–Private Dialogue

- Provide structured engagement with regulators and policymakers
- Pursue private sector input on trade, investment, and regulatory matters
- Organize executive briefings, roundtables, and policy forums

Investment & Business Support

- Respond to investor and company inquiries
- Facilitate introductions to key public and private stakeholders
- Facilitate targeted engagements with industry leaders and policymakers

Matchmaking and Networking

- Host high profile corporate events
- Curate a series of quarterly executive functions
- Provide the ***Meet the Expert*** platform

Capacity Building

- Offer executive education and leadership programs
- Curate sector specific workshops and technical briefings
- Launch knowledge sharing initiatives tailored to member needs

2. About the Project

AmCham-Jordan is seeking a qualified bidder to lead a comprehensive redesign and technical overhaul of its digital presence, maintain the current domain for AmCham-Jordan www.amcham.jo. The goal is to move beyond a static site to a modern, high-performance platform that reflects our 26-year legacy.

2.1. Business Use Case

The AmCham-Jordan website must function as a strategic engagement and service delivery platform rather than a static informational site. It should directly support the Chamber's core mandate of strengthening U.S.–Jordan trade and investment by enabling clear, efficient, and outcome-driven user journeys for its key stakeholder groups.

For existing members, the website should serve as a central hub for engagement, allowing them to easily access events, resources, and networking opportunities. Members should be able to browse and register for events, access content such as policy papers and trade reports, and connect with other members through a searchable directory. The overall objective is to increase engagement frequency, improve participation in AmCham activities, and reinforce the value of membership.

For potential members, the website must clearly communicate the benefits of joining AmCham-Jordan and facilitate conversion. Prospective members should be able to understand the organization's value proposition, explore its network and services, and easily submit membership inquiries or applications. The platform should support a smooth transition from interest to action, ultimately increasing qualified membership acquisition.

For international investors and companies exploring entry into Jordan, the website should position AmCham-Jordan as a trusted gateway to the market. It should provide accessible information on trade frameworks, including the Jordan–U.S. Free Trade Agreement, as well as insights into the business environment, sectors, and opportunities. The platform should also enable direct engagement through inquiries and facilitate connections with relevant stakeholders, supporting investment promotion efforts.

For knowledge users, including members, policymakers, and researchers, the website should function as a structured knowledge hub. It must allow users to easily access and download publications, reports, and technical resources, including those related to the FTA Unit. Content should be organized and searchable, reinforcing AmCham-Jordan's role as a provider of high-quality business intelligence and thought leadership.

Internally, the website must support AmCham-Jordan staff by enabling efficient and independent content management. Staff should be able to update pages, manage events, maintain the member directory, and publish content without requiring technical expertise. This will reduce reliance on external bidders, improve operational efficiency, and ensure the platform remains dynamic and up to date.

Finally, the website should strengthen AmCham-Jordan's overall visibility and positioning. It should clearly communicate the organization's mission, impact, and partnerships to the broader public, media, and stakeholders. By doing so, it will enhance the Chamber's reputation as a leading business institution and a key driver of economic engagement between Jordan and the United States.

2.2. Content Management System (CMS)

The proposed solution must include a robust, user-friendly Content Management System (CMS) that enables AmCham-Jordan staff to independently manage all website content without requiring technical expertise. The CMS should be intuitive, scalable, and designed to support both day-to-day operations and long-term growth.

The CMS must provide full administrative control over all website components, including the ability to create, edit, delete, and reorder pages and sections; manage navigation menus (primary, footer, and mobile); and maintain global elements such as headers, footers, contact information, and social media links. It should include a comprehensive media library allowing users to upload, organize, and manage images, videos, and documents, with capabilities for categorization, tagging, and automatic optimization (compression and resizing).

Content management functionality must extend across all key modules, including news and updates, events, publications, and the member directory. Staff should be able to publish and manage news articles, create and manage events with registration functionality, maintain a structured and searchable document library, and update member profiles with associated company information. The CMS must also support scheduling of content publication and expiration, allow automated publishing and archiving of time-sensitive content such as events and announcements.

The system must support role-based access control, enabling the assignment of different permission levels (e.g., administrator, editor, contributor) to ensure appropriate governance and reduce operational risk. In addition, the CMS must include workflow management functionality, allowing content to move through draft, review, and approval stages prior to publication. Version control must be available to track changes, maintain an audit trail of edits (including user and timestamp), and allow rollback to previous versions when needed.

Given the bilingual nature of AmCham-Jordan's operations, the CMS must support full multilingual content management in both English and Arabic. This includes the ability to manage, edit, and publish content in both languages, link corresponding language versions of pages, and ensure proper right-to-left (RTL) and left-to-right (LTR) formatting and display.

The CMS must include a robust site-wide search functionality, enabling users to search and filter content across pages, events, publications, and the member directory. It should also provide full control over search engine optimization (SEO) elements at the page level, including meta titles, descriptions, URL structures, alt text, and structured data where applicable.

To ensure flexibility and long-term sustainability, the CMS must support integration with third-party systems such as email marketing platforms, analytics tools, and other relevant services through APIs or plugins. All integrations must be secure, well-documented, and scalable.

The system must be designed to handle increasing volumes of content and users without compromising performance. In addition, the CMS must allow full export of all website data and content (including member directory, events, and publications) in standard formats to ensure data portability and avoid bidder lock-in.

Bidders are expected to clearly demonstrate how their proposed CMS solution meets these requirements, including usability for non-technical staff, scalability, and ease of long-term maintenance

3. Project Objectives

The goal is to deliver a modern, professional, and easy-to-manage website that improves the digital experience for members, partners, and visitors.

Core Objectives:

Visual & UI Redesign

- Modern Aesthetics: Deliver a professional, world-class visual design that aligns with the AmCham-Jordan brand guidelines and its affiliation with the U.S. Chamber of Commerce.
- Mobile-First Experience: Provide a fully responsive design optimized for seamless performance across desktop, tablet, and mobile devices.
- Brand Consistency: Ensure a cohesive visual identity across all page sections, global elements, and media galleries.

UX & Modernization

- Intuitive Navigation: Redefine the sitemap to ensure clear, streamlined user journeys for members, partners, and visitors.
- Technical Performance: Modernize the codebase using Webflow, WordPress or other, with strong justification (bidder must specify and justify choice in proposal) to ensure high-performance website aligned with defined KPIs.
- SEO Foundations: Implement advanced SEO structures to improve visibility and maintain search authority during the transition.

Functional Requirements (Engagement focus)

The platform must integrate functional tools that drive daily engagement for users:

- Searchable Membership Directory: A modern, filterable directory board.
- Resource Center: A library for members to download AmCham-Jordan policies, documents, trade reports and FTA Unit publications.
- Applications and documents submission posts.

Event Management & Booking Integration

- Calendar-based event system (monthly view and list view)
- Individual event detail pages with full descriptions and registration buttons
- Online event registration forms with attendee details capture
- Automated confirmation emails to registrants
- Event capacity management
- Backend dashboard for staff to manage events and export attendee lists (CSV/Excel)

Success Metrics (KPIs)

The success of the project will be measured against the following key performance indicators:

- Page load speed: Target <2.5 seconds across key pages
- Mobile performance: Optimized experience with Core Web Vitals in “Good” range
- SEO performance: Keep on current rankings with no traffic loss during migration and target growth of +20% organic traffic within 6 months
- User engagement: Low bounce rate and increased session duration

4. Scope of Work

The bidder will handle Discovery & Planning, UI/UX Design, Development, Content Migration, SEO Setup, Analytics Integration, Training, and Post-Launch Support.

4.1. Discovery & Planning

- Stakeholder discovery sessions (minimum 2 sessions)
- Review current website structure and content inventory
- Competitive analysis of peer AmCham websites (Dubai, Abu Dhabi, Egypt, Saudi Arabia)
- Define sitemap, information architecture, and navigation structure
- Project plan with milestones and timeline

4.2. UI/UX Design

- Wireframes for core page types (homepage, membership, events, resources, about)
- High-fidelity mockups for desktop, tablet, and mobile
- Modern, professional visual design aligned with AmCham-Jordan brand
- Fully responsive design optimized for all devices
- Provide initial design concepts (2-3 options for AmCham-Jordan home page, menu, blocks and inside pages to review and select from)

4.3. Development

- Platform: Bidder must specify and justify choice in proposal; Webflow, WordPress or other
- Recommended hosting environment, whether hosting is included with the proposal or managed by AmCham-Jordan
- Security implementation
- Daily automated backups with 30-day retention
- Backup and recovery process (including restore timelines)

4.4. Content Management System (CMS)

- The CMS must provide full dashboard control over:
- Pages & Sections: Create, edit, delete, and reorder all website pages and page sections
- Navigation Menus: Manage primary navigation, footer navigation, and mobile menu structures
- Media Library: Upload, organize, and manage images, PDFs, videos, and documents
- News & Updates: Publish, edit, and categorize news articles with featured images
- Events: Create, manage, and publish events with dates, descriptions, and registration
- Publications: Manage document library with categories and PDF uploads
- Member Directory: Add, edit, and categorize member company profiles with logos and contact info
- Global Elements: Update header, footer, contact information, and social media links sitewide from a single location

4.5. Content Migration & Management

- Audit existing website content and identify pages/content to migrate in coordination with AmCham-Jordan team
- Restructure content for improved readability and SEO

Optimize all images for web performance (compression, proper sizing, alt text)

Content Responsibilities:

- The bidder is responsible for content migration, formatting, and basic SEO optimization
- AmCham-Jordan will provide final approval for all migrated content
- Any new content creation or copywriting must be clearly specified by the bidder if included or excluded from scope

4.6. SEO Foundation & Analytics Integration

- Write unique meta titles and descriptions for all pages
- Implement proper heading hierarchy (H1, H2, H3) throughout the site
- Add structured data for Organization, Events, and Articles
- Configure Google Tag Manager for flexible tracking management
- Performance optimization: caching, lazy loading, CDN integration

4.7. Website Language

Native Bilingualism: Full Right-to-Left (RTL) optimization for the Arabic interface to ensure professional alignment in both languages.

4.8. Training & Documentation

- Comprehensive training for AmCham-Jordan staff to independently manage the website post-launch:
- Live training sessions: Minimum 3 sessions in-person in Amman
- Recorded video walkthroughs: For all key CMS functions
- Written user manual: PDF format with screenshots covering CMS navigation, page editing, event management, media uploads, directory management, basic troubleshooting
- Training topics: CMS overview, creating/editing pages, managing menus, adding events with registration, publishing news, uploading media, managing member directory, basic SEO practices

4.9. Testing & Launch

- Functional testing of all features (forms, payments, registration, search)
- Cross-browser testing (Chrome, Firefox, Safari, Edge)
- Cross-device testing (desktop, tablet, mobile)
- Performance testing (page speed, load times)
- Security testing
- User acceptance testing (UAT) period with AmCham-Jordan staff
- Bug fixing and refinements based on UAT feedback
- Coordinated website launch
- Monitor website performance for first 48 hours post-launch
- Post-launch support for bug fixes and minor adjustments (included in project cost), including defined response times:
  - Critical issues: within 24 hours
  - Medium issues: within 2–3 business days
  - Minor issues: within 3–5 business day

The bidder shall clarify the support channels (email, ticketing system, etc.)

4.10. Legal & Compliance Requirements

The bidder shall ensure that the website complies with all applicable legal and regulatory requirements, with particular attention to data protection, security, accessibility, and transparency.

The solution must support secure handling of user data (e.g., member information, event registrations) in line with internationally recognized privacy principles, including secure data transmission and appropriate consent mechanisms. The website must include essential legal pages such as Privacy Policy, Terms of Use, and Cookie Policy, with user-friendly consent management where applicable.

The website should align with recognized accessibility standards to ensure usability for all users.

5. Proposal Submission Requirements

Interested companies are requested to submit their proposals in two parts:

5.1. Technical Proposal

Format: Maximum 5-7 pages, PDF format
Required Content:

Company Profile & Experience

Brief company overview and official registration document in Jordan (years in business, team size, core expertise and samples of similar projects (Links))

Technical Approach & Platform Recommendation

- Platform Choice: WordPress, Webflow or other— explain the bidder's recommendation with specific justification for AmCham-Jordan's needs
- Hosting Choice: Explain your recommendation with specific justification for AmCham-Jordan's needs
- CMS Strategy: How bidder will ensure staff can independently manage all content (pages, events, news, directory, media)
- Event Management Solution: Specific plugin/tool the bidder will use for event calendar, and registration.
- Mobile-First Approach: How the bidder will ensure optimal mobile experience (responsive framework, testing methodology)
- Performance Strategy: Specific techniques the bidder will use to achieve <2.5 second load times

Design & UX Methodology

- The bidder's design process from discovery to final mockups
- How many design revision rounds are included
- Tools the bidder will use for wireframes and mockups
- How the bidder will incorporate AmCham-Jordan's brand identity

Approach to creating the approved sitemap's Development & Quality Assurance

- Development methodology
- Code standards and best practices the bidder follows
- Cross-browser and cross-device testing process
- Security measures the bidder will implement (SSL, secure payment handling, spam protection, backups)
- Staging environment setup for client review before launch

SEO & Analytics Implementation

- Specific SEO activities included (meta tags, Schema markup, sitemap, Search Console setup)
- Which analytics tools the bidder will configure
- What conversion tracking the bidder will set up (membership applications, event registrations, newsletter signups, PDF downloads)
- How the bidder will ensure mobile-first indexing compliance
- Detailed Content Migration Plan Approach
- Process for auditing existing content on amcham.jo
- How the bidder will handle redirects from old URLs to new structure
- Estimated number of pages/posts to migrate
- How the bidder will optimize content during migration (image compression, formatting, SEO)

Training & Knowledge Transfer

- Detailed training plan (number of sessions, duration, topics covered)
- Format of training materials (live sessions, recorded videos, written manual)
- Will training be in-person in Amman or virtual?
- How the bidder will ensure staff can independently manage the website after the bidder departure

Project Timeline and Deliverables

Detailed week-by-week timeline from contract signing to launch. Key milestones with specific deliverables at each stage during the project duration of 16 weeks:

- Week X: Workplan
- Week X: Discovery report, sitemap and wireframe approval
- Week X: Design mockups approval
- Week X: Development complete, staging site ready
- Week X: Content upload and migration complete
- Week X: UAT period
- Week X: Launch
- Week X: Knowledge transfer and staff training

Team Structure

Designated project team: Name, role and specific responsibilities

Portfolio & Case Studies

- Minimum 3 relevant projects with the following details for each:
- Project Name & URL (live website link)
- Client Type (chamber of commerce, NGO, membership org, association, etc.)
- Platform Used (WordPress, Webflow, other)
- Scope (design only, full redesign, development, etc.)
- Key Features Delivered (event system, member portal, payment integration, directory, etc.)
- Timeline & Budget (approximate)
- Bidder Role (full project or subcontractor)

Minimum 2 references from projects completed in the last 2 years:

- Client name and organization
- Contact person name and title

- Email and phone number

5.2. Financial Proposal

- Format: Separate PDF signed and stamped
- Currency: All costs must be quoted in Jordanian Dinar (JOD)
- All costs are subject to sales tax (16%)

Required Content:

- Itemized Cost Breakdown by project timeline and deliverable
- Optional Add-Ons (price separately)
- Ongoing Support & Maintenance (yearly retainer)

6. Ownership & Intellectual Property

Upon full payment, AmCham-Jordan will retain full ownership of:

- Website design and UI/UX assets
- Source code and CMS implementation
- All website content and media

The bidder must disclose any third-party licenses (themes, plugins, fonts, etc.) and ensure proper licensing is transferred or assigned to AmCham-Jordan where applicable.

7. Questions & Contact Information

Questions & Clarifications:

Bidders may submit written questions regarding this RFP via email to: amcham@amcham.jo
Subject Line: RFP Question — AmCham–Jordan Website Design, Development and Implementation.
All questions and answers will be shared with all prospective bidders via email to ensure fairness and transparency.

Primary Contact:

- **Email:** amcham@amcham.jo
- **Phone:** +962 6 565 1860
- **Website:** www.amcham.jo