



RFP for Ox Hill Companies New Website

Ox Hill Companies is a fast-growing company in the process of branding our company to make some impactful company announcements in the next 2-3 months. We are interested in a website redesign, optimizing our site, and making it clean, crisp and user-friendly for our targeted audiences that is reflective of our brand.

A growing list of items looking for a website to do include:

- 1. Current Website**
 - a. [Ox Hill Companies](#)
- 2. Project Deadlines**
 - a. Friday, February 17, 2023 – Request deadline for proposal submission.
 - b. Friday, February 24, 2023 - Vendor Selection
 - c. Wednesday, April 19, 2023 - Desired Launch Goal Date
- 3. Ease of Working with Agency**
 - a. Designated account manager
 - b. Timely response within 12-24 hours
 - c. Meeting assigned deadlines.
- 4. Maintenance**
 - a. Ability to help with edits/changes; however, internal team can do edits in house.
- 5. A Growing and Ongoing List of Website Checklist Items**
 - a. Brand Identity
 - b. ADA Compliance
 - i. Consider a widget – more cost-effective than continually updating the backend section of your website with changes.
 - c. Optimize for Mobile
 - i. Is Thumb-Friendliness Mobile Navigation needed?
 - d. Site Architecture
 - e. Environmental Certifications
 - i. LEED and WELL certified – dedicated to achieving LEED and WELL certifications for every project.
 - f. SEO
 - i. Keyword analysis
 - ii. Content Creation
 - iii. Regular Blogs
 - iv. i.e. Research blogs (as on <https://www.savills.com/>)
 - g. Google Items
 - i. Ranking
 - ii. SERPs
 - iii. Google My Business (GMB)



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- iv. Directories
 - v. Google Search Console
 - vi. Google Ads
 - vii. Geofencing
 - h. Map
 - i. Due to growth, consideration of doing an East Coast Map to show locations.
 - ii. List our projects to show them in proximity to Washington, DC.
 - i. Visuals important to high-end real estate
 - i. Quick load time
 - ii. Smart Video
 - iii. Images
 - iv. Renderings
 - v. Infographics
 - j. Lead Generation
 - k. Backlinking
 - l. Website hosting & maintenance
 - i. Ability to fix 24/7 in case website goes down, etc.
 - m. Consistent Reports -Monthly / Bi-Weekly
 - i. A company that keeps us informed and our website results.
 - n. Industry Updates
 - i. Google, etc. so we are ahead of industry changes
- 6. Website Design/Layout**
- a. Example of a websites. The website needs to be user-friendly, clean, and navigation needs to be clearly visible.
 - i. <https://www.savills.com/>
 - ii. Other inspirational websites:
 1. [Global Commercial Real Estate Services | CBRE](#)
 2. [The Biltmore Mayfair | LXR Hotels & Resorts \(hilton.com\)](#)
 3. [Home - GFI Partners](#)
 4. [Home - Canfield Development \(canfield-development.com\)](#)
 5. [South Street Partners](#)
- 7. Audience**
- a. Investors
 - b. Brokers
 - c. Towns/Governments
 - d. Tenants
- 8. Identify Challenges**
- a. Internally – Ox Hill is working on defining our brand.
 - b. Company growth announcements coming soon, a fast turnaround.



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9. Beginning Ideas for Potential Layout and Content – *Currently defining brand so layout and content may change.

a. Introduction to Ox Hill Companies

i. Homepage

1. H1: Redevelopment Reimagined

- a. The bonds of community run deep with thoughtful developments serving as easels for shared creativity and charm. At Ox Hill Companies, we create value in overlooked areas by building experiential destinations for people to seamlessly live, work and thrive.

2. H2: About Us: Who We Are & Why We Build

- a. Ox Hill Companies has a wealth of experience in commercial real estate development through our affiliates, staff members and principals. We see the value of overlooked areas – appreciating what they are and imagining why they could be.

3. Projects

a. H1: Projects with a Purpose

- b. There's great power that comes with perspective. Our team looks at underutilized properties in a new ways, finding the highest and best use to create greater impact and connect communities through art, entertainment, and hospitality.

ii. Mission (Mission / Core Values)

- 1. H1: *Currently in development stages.

iii. Overview

1. H1: Developing the Potential, Shaping the Future

a. What We Do

- i. We use creativity and sustainable building strategies to develop destination communities.

2. H2: Sustainability

- a. Ox Hill Companies is dedicated to building sustainability from the start. We see the big green picture and incorporate building practices into our projects right from the design phase. We are thoroughly committed to delivering new standards in building design through WELL and LEED certifications, thoughtful landscaping, green roofs for improved stormwater management, energy efficiency, air quality and more.

3. Track Record / Stats



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- a. H1: Building by the Numbers
 - b. TBD
 - c. H2: Let's Talk About the Possibilities
 - d. It's an exciting time for opportunities in real estate. We'd love to include you our network of expert and enthusiastic professionals who believe in the value, beauty, and endless potential of overlooked spaces. Whether you're an investor looking for a new opportunity or a member of the community curious about our project, let's have a talk about the power of reimagining real estate.
4. Proudly Supporting Arts & Entertainment
- a. Ox Hill Companies believes that art and entertainment are the heart and soul of local communities. We look forward to building destinations that not only support local artists but create enriching experiences.
- iv. **Green Strategy**
- 1. Environment
 - a. At Ox Hill Companies, we are keenly aware that the impact of urban development has caused grievous damage to the environment, and we endeavor to "be the change" in our own small way. We look for opportunities to enhance properties through landscaping in as many ways as possible – from the ground to the rooftop and everywhere in between.
 - 2. Landscaping Bullets
 - a. H2: Our Promise
 - b. H3: Landscapes
 - i. Promote sustainable practices in all project landscapes – i.e. design low-maintenance landscapes with drought-tolerant plant material; storm water management strategies and other solutions.
 - c. H3: Greenspaces
 - i. Reduce the "heat island" effect in urban areas by designing more green spaces in all our developments.
 - d. H4: Native Species
 - i. Choose native species whenever possible and design landscapes to increase habitat areas for birds, bees and other pollinators.
 - 3. Sustainability Benefits
 - a. H2: Sustainability: The Ultimate Building Foundation



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- b. H3: The Benefits of Sustainable Building
 - c. Ox Hill Companies prioritizes sustainable building processes that enrich the community and reduce negative environmental impact. Sustainability built developments benefit more than just the environment, though. The whole community gets perks when local space is developed with the planet in mind. Residents rest easy knowing a construction is built to do good from the beginning, reducing environmental harm while simultaneously creating a beautiful neighborhood structure.
4. Environmental Impact
- a. H2: Better Buildings, Better Planet
 - i. OCH is committed to using only the best sustainable materials and methods when building as well as employing waste reduction and recycling strategies. We're also dedicated to achieving LEED and WELL certifications for every project. These accreditations hone in on environmental sustainability and human health and well-being respectively; to provide crystal clear building operations that make a positive impact on the community...and the planet.
5. Community
- a. H2: Strengthening Community Ties Through Sustainability
 - i. Ox Hill Companies believes in the power of community. That's why we're constantly on the lookout for ways to benefit both local and global communities in our projects. Incorporating environmentally-friendly practices into our building strategy allows us to build better for everyone – not just for current local neighbors, but future generations.
6. CTA
- a. H2: Let's Talk About the Possibilities
 - i. It's an exciting time to see the opportunities in real estate. We'd love to include you in our network of expert and enthusiastic professionals who believe in the value, beauty and endless potential of overlooked spaces. Whether you're an investor looking for a new opportunity or a member of the community curious about our project, let's have a talk about the power of reimaging real estate.



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7. Supporting
 - a. H2: Proudly Supporting Environmentally-Friendly Process
 - i. Ox Hill Companies ensures that sustainability is at the forefront of our projects. From obtaining LEED and WELL certifications to keeping up with the latest EPA standards, we actively seek innovative solutions to construct eco-friendly spaces that generations can enjoy. We listen to neighborhood voices and build what they need with the environment in mind, creating truly valuable developments.
- v. **Careers**
 1. H1: Careers at Ox Hill Companies
 2. H2: Come Build Change with Our Talented Team
 - a. Ox Hill Companies is lucky to have an experienced visionary team that brings their best day-in and day-out. We work together to bring projects to life, making the seemingly impossible possible – and we’re looking for new talent to join our growing team. Scroll through our open positions below to see if you’re a fit.
 3. Working with Ox Hill
 - a. TBD
 4. Jobs Dropdown
 5. Future Opportunities /CTA
 - a. H1: Not seeing your perfect opportunity?
 - b. We get it – sometimes, your on-paper experience doesn’t line up with current team openings. However, we still want to hear from you if you have a passion for developing the underdeveloped. Connect with us to discuss your skills and interest in what we do.
- vi. **Team**
 1. H1: The Ox Hill Companies Team
 2. H2: Meet the Team
 - a. Our team is composed of industry veterans who are creative, industrious, and have a knack for finding key opportunities that inspire and delight. These are the faces behind our company and the incredible projects we work on.
- b. ****Attaching a former “vision” of a potential website layout; not something we have to follow, however, sending it as a reference.**



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- i. [https://oxhillco.sharepoint.com/:u:/s/OxHill/ESLtvBWBDaFDslrID1 - IC0BhgV8JnAHwzgo8AQCM_emqw?e=cbPigP](https://oxhillco.sharepoint.com/:u:/s/OxHill/ESLtvBWBDaFDslrID1-IC0BhgV8JnAHwzgo8AQCM_emqw?e=cbPigP)

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