



NOTICE OF REQUEST FOR PROPOSALS Website Development Services

ISSUED: October 10, 2022

**PROPOSAL DUE DATE:
October 31, 2022, by 5 p.m. (EST)**

STATEMENT OF PURPOSE:

This document is a request for proposals from qualified companies to provide website development services for the Columbus Zoo Family of Parks that is flexible and easy to maintain and is viewable by desktop and mobile devices. This will be a concept to completion project.



TABLE OF CONTENTS

1. SUMMARY
2. PROPOSAL GUIDELINES AND REQUIREMENTS
3. CONTRACT TERMS
4. TIMELINE
5. VENDOR REQUIREMENTS
6. BACKGROUND OF ORGANIZATION
7. AUDIENCE
8. SCOPE
9. DESIGN TEMPLATES, FORMS, AND INTEGRATIONS
10. EVALUATION CRITERIA
11. CONTACTING THE COLUMBUS ZOO AND AQUARIUM STAFF
12. INCOMPLETE RESPONSES
13. RIGHTS OF THE COLUMBUS ZOO AND AQUARIUM
14. NON-DISCLOSURE AGREEMENT
15. FORMAT FOR PROPOSALS



1. SUMMARY

The Columbus Zoo Family of Parks is seeking bids for professional services to develop a new website. The Columbus Zoo Family of Parks consists of the Columbus Zoo and Aquarium, The Wilds, Zoombezi Bay, and Safari Golf Club. The new website should lead to an increase in the user experience through simplification and modernization, stronger SEO rankings, ADA compliancy, speed, security, and conversions of visitors. The goal is to have a website that allows moderately skilled in-house staff to make updates to the site and organize online information in a coherent and consistent manner. Our goals are to:

- Responsively showcase Columbus Zoo Family of Parks to all visitors.
- Evolve alongside the business, delivering the same level of brand trust, loyalty, and expectations.
- Strengthen social media, email marketing, advertising and SEO campaigns with engagement for call-to-action opportunities.
- Enable future governance and flexibility through an ongoing strategic website.

The Columbus Zoo Family of Parks is engaged with an agency to supply website design concepts and navigation structure. The design concepts and navigation structure will be supplied and must be used in the development of the websites. The selected vendor will have an opportunity to have collaboration sessions with the agency about these designs.

The budget for this project will not exceed \$180,000. We are hoping to launch on the website on March 6, 2023.

2. PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process. Proposals received after 5:00pm EST, October 31, 2022, will not be considered. The proposal must have the signature of a duly authorized officer or agent of the company submitting the proposal.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. The Columbus Zoo Family of Parks will not reimburse responding vendors for any expenses incurred in preparing proposals in response to this request.



If the execution of work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. Subcontractors must be named and the work they will perform must be defined. In your proposal, please supply the name and address of the subcontractor. The Columbus Zoo Family of Parks will not refuse a proposal based upon the use of subcontractors but does keep the right to refuse the subcontractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

All vendors agree that they shall defend, indemnify, and hold the Columbus Zoo Family of Parks, its officers, employees, and agents harmless from and against all claims which arise out of the vendor's performance, negligence, or actions of its officers, employees, and agents in the performance of this selection process.

The vendor shall follow the Americans with Disabilities Act of 1990 (Public Law 101-226), which prohibits discrimination on the basis of physical or mental disabilities in delivering contract services or in the employment of qualified individuals. People with disabilities who need special accommodation to take part in the proposal process or implementation may request special accommodations such as interpreters, alternative formats or assistance with physical accessibility. Requests for special accommodations must be made with 72 hours prior notice by contacting the contracting officer listed on this RFP.

The Columbus Zoo Family of Parks is committed to ensuring that certified minority-owned business enterprises (MBE's), women-owned business enterprises (WBE's), disadvantaged business enterprises (DBE's), and U.S. Small Business Administration 8(a)-certified firms are afforded opportunities to compete for and take part in the Zoo's purchasing activities. If your company is certified as a MBE, WBE, DBE or 8(a) company, please send your current certification with your response to this RFP.

3. CONTRACT TERMS

The Columbus Zoo Family of Parks will award the project upon selection, and signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.



4. TIMELINE

Proposers may request more specific, detailed information by contacting Kevin Bonifas, Director of Technology Services at kevin.bonifas@columbuszoo.org.

- Proposals are due no later than 5:00 p.m. EST, October 31, 2022.
- Proposals will be evaluated immediately thereafter. During this time, we may request interviews (either at our location or via videoconference) with our evaluation team. You will be notified if this is asked.
- The completion and delivery dates of the project and its' phases will be mutually agreed upon prior to signing a contract.

Target Date	Action	Additional Information
Monday, October 10, 2022	Issuance of RFP	
Monday, October 24, 2022	Deadline for Submission of Questions by 5 p.m. (EST)	Via email to kevin.bonifas@columbuszoo.org
Monday, October 31, 2022	Deadline for Submission of Proposal by 5 p.m. (EST)	Via email to kevin.bonifas@columbuszoo.org
November 1-4, 2022	Review of Proposals and Selection of Finalists	
Week of November 7, 2022	Finalists Presentations	Location TBD
Thursday, November 17, 2022	Award of Contract	Via email and letter
Friday, November 18, 2022	Notification by Email to Proposers not Selected	

5. VENDOR REQUIREMENTS

Please supply detailed information to accomplish the project scope outlined below. The budget and proposal must include all production, software acquisition, integration and necessary development and maintenance of the website.

Proposals must address the following

- Supply a summary of pricing for the proposed services and products.



- Company Overview - Tell us about your company, your experience in website development for projects like ours, and your experience in collaborating with not-for-profit clients. Supply links to your company website and social media.
- Team - Name the team who will work on this project. Include name, title/role, and brief background/experience of each. Include subcontractors if applicable.
- References – Provide a list of three references (at least one not-for-profit) who can speak to services requested in this document. Please include contact information and a brief description of work completed for those clients.
- Experience - Supply five (5) websites your company has produced that reflect your work and relevancy to this project. List the role your company played in each project and URLs for these sites. Only currently active sites should be included.
- Initiatives - Share an overview of your DEIAB initiatives, commitments, and DEI supplier program initiatives. Include examples of how these efforts have supported projects and outcomes.
- Solutions with Pricing – Based on the elements included in the Project Scope/Objective section, tell us about your proposed solution in terms of method, plan, and other important aspects of the build process. Include all project phases and tasks, along with a line-item breakdown of costs. Total development cost for your recommendations must come in under \$180,000. Please be sure to address the following:
 - Project Management - Your process for tracking and documenting the project status.
 - Deliverables – Outline the products and services that will be delivered including the proposed content management system.
 - Schedule – Provide the suggested project schedule detailing the time required for each major phase.
 - User Training - Provide details on the user training included for our content editors along with the training format (i.e., in-person, video conference, documentation).
 - Hosting – List any services necessary to host and/or support the proposed solution. List any recommended configurations for a robust and reliable environment. Include redundancy and disaster recovery recommendations.
 - Anything else considered relevant and important.

6. BACKGROUND OF ORGANIZATIONS



Collectively, the Columbus Zoo Family of Parks had 2.7 million visitors in 2021. The Columbus Zoo and Aquarium is a year-round attraction with an attendance of over 2,100,000, with 60% being member-based. Other areas are made up of the main gate, group sales, promotions, and education. The primary months of operation are from May to September, which generates more than 60% of the attendance. In addition, the Wilds is in operation from May to September, with an annual group and individual tour attendance of over 115,000. The Safari Golf Club does approximately 42,000 rounds of golf per year. Zoombezi Bay is open annually from May to September and is expected to draw 350,000 to 450,000 visitors. In 2021, we hosted the inaugural ZOMBIEzi Bay, which is a Halloween-inspired month-long event that features four haunted houses, two scare zones, rides, and zombie-themed food.

Columbus Zoo and Aquarium

Founded in 1927 with a small menagerie of animals, the Columbus Zoo gained international recognition and stature with the 1956 birth of Colo, the world's first zoo-born gorilla. Today the Columbus Zoo and Aquarium is a nationally and internationally acclaimed conservation center and is home to more than 10,000 animals representing over 600 species displayed in naturalistic habitats according to zoogeographic regions. In the early 1990s, two conservation initiatives were formed separately and almost simultaneously. A grants program was established to fund grassroots conservation efforts around the world. Partners in Conservation was founded to save the endangered mountain gorilla by funding boots on the ground programs as well as humanitarian projects so the people in the region could thrive without negatively impacting wildlife.

This year, we are supporting 78 projects and organizations in more than 28 countries. These projects will help hundreds of species around the world, from Asian elephants to Siberian cranes.

In addition to its role as a global conservation leader, the Zoo is a renowned year-round education and recreation facility for visitors of all ages, backgrounds, and experiences. Each year, the Zoo attracts and educates more than 2.1 million visitors, and its mission is to lead and inspire by connecting people and wildlife.

The Zoo receives support from a ten-year county property tax levy and has approximately 100,000 household members.

2021 website data:



- Users: 2,784,289
- Sessions: 4,341,719
- Mobile and Tablet: 80%

Zoombezi Bay

From 1984 until 2006, the central Ohio region knew Zoombezi Bay as “Wyandot Lake,” a combination amusement and water park adjacent to the Columbus Zoo and Aquarium. Wyandot Lake was sold by Six Flags to the Columbus Zoo and Aquarium in 2006, with Wyandot Lake closing in September 2006.

The Columbus Zoo began construction of a new 22-acre water park in January 2007, rebuilding the park from the ground up with new water rides and slides and an entirely new name. Chosen by nearly 3,000 citizens of central Ohio through an online vote, the name Zoombezi Bay beat out four other names and calls out both the “Zoo”, of which it is a part, and “Zoom”, which describes its exciting rides. Zoombezi is also a play on the Zambezi River in Africa.

The construction of Zoombezi Bay was completed in May 2008 and the new park featured 15 water slides, a wave pool, an “action river”, and a children’s water play area. Several enhancements have been made since then including two additional slides in 2011, a multi-level children’s play structure in 2014, Otter Banks, the largest expansion in the parks’ history, in 2018, and the all-new Croctail Creek and Sandbar adults’ only area in 2020. In 2019, Zoombezi Bay had more than 460,000 visitors, including 25,000 season pass holders.

2021 website data:

- Users: 600,098
- Sessions: 1,007,444
- Mobile and Tablet: 84%

Safari Golf Club

In 1989 when the golf course adjacent to the Columbus Zoo and Aquarium went up for sale, Zoo officials jumped at the chance to purchase additional land for future expansion. Since then, more land has been purchased and it was decided to operate the golf course as another means of generating revenue to support the Zoo’s operation and mission. The facility has been completely renovated and today’s Safari Golf Club is an 18-hole, par 72, 140-acre mature course. The affordable public course includes wooded areas, rolling fairways and waterways.



Safari Golf Club includes a driving range, practice putting and chipping greens, as well as a clubhouse with pro shop and bar and grill with facilities to host group outings.

As part of our conservation and sustainability mission, we are very proud of Safari Golf's Certified Audubon Cooperative Sanctuary. This certification means we are creating wildlife habitat and using environmentally friendly land management methods is important to all of the Columbus Zoo properties. With its pollinator garden, bird nest boxes, native vegetation, and safe chemical use, Safari Golf has a green fairway that is truly "green."

2021 website data:

- Users: 71,615
- Sessions: 92,801
- Mobile and Tablet: 59%

The Wilds

The Wilds is one of the largest and most innovative wildlife conservation centers in North America for endangered species. Located on nearly 10,000 acres in southeast Ohio, The Wilds is a private, non-profit safari park that combines cutting-edge conservation science and education programs with hands-on experiences and one-of-a-kind adventures. In southeast Ohio, The Wilds provides a natural, open-range home to rare and endangered species from around the globe, as well as home to hundreds of indigenous species. In addition to in-depth science and education programs, The Wilds offers guided experiences to the public on selected days May through October. Originally conceived as a private-public partnership involving the Ohio Departments of Natural Resources and Development, the Ohio zoological parks, and the private sector, The Wilds was formally incorporated in 1984 as a 501(c)(3) nonprofit under the name The International Center for the Preservation of Wild Animals, Inc. (ICPWA) dba The Wilds. In 1986 the ICPWA received a gift of 9,154 acres of reclaimed mining land from the Central Ohio Coal Company, a subsidiary of American Electric Power Company. The first animals arrived at The Wilds in 1991 and the facility opened to the public in 1994.

Columbus Zoo and Aquarium became involved with The Wilds in 2001 to support the struggling operation. While the two remain separate nonprofit organizations, the Columbus Zoo and Aquarium now runs The Wilds.

The scientific staffing at The Wilds includes professionals in the fields of restoration ecology, veterinary and conservation medicine, conservation education, animal management and



conservation science training. It is also a safari park with hands-on experiences and one-of-a-kind adventures that include open-air vehicle tours, zip lining, horseback riding, fishing excursions, and lodging including a luxury-tented experience. More than 115,000 people visit The Wilds annually.

2021 website data:

- Users: 750,767
- Sessions: 1,052,642
- Mobile and Tablet: 74%

7. AUDIENCE

Most visitors to the Columbus Zoo Family of Parks website fall into one of two groups: members and the public who are planning a visit and want to see what is available at each of our parks, buying (renewing) membership, or learn more about upcoming events.

8. SCOPE

The scope of this project is to use the provided designs to build new websites for the Columbus Zoo Family of Parks into an easy-to-use content management system. The Columbus Zoo Family of Parks will provide the awarded candidate with the photography, video and content necessary to populate the new website.

Design

The design, graphic look and feel, user navigation, home page and main navigation will be provided by the Columbus Zoo Family of Parks.

Development Guidelines

The website produced by the successful agency must meet the following criteria:

- Build the website using an industry proven content management system with plans for current and future flexibility to continue to meet technology growth.
- Development of templates that adhere to the provided design and navigation scheme enabling moderately skilled in-house staff to create new pages, make updates, and organize information in a coherent and consistent manner.



- The site must seamlessly integrate with existing online e-commerce platforms and our analytics platform. The e-commerce platforms are listed in the Design Templates, Forms, and Integrations section.
- The site should complement the capabilities of touch-enabled mobile devices.
- Supply search capabilities using keywords or phrasing that will find content throughout the site and optimize search engine rankings.
- Once the website has been completed and accepted, the website will be supported by the Columbus Zoo and Aquarium Technology Services team as well as nonprofessional editors from various departments. This should be kept in mind when selecting the tools that are included.
- Develop the website with the concept of integrating with a future mobile device application.
- Leverage technologies to schedule content updates.
- Content from the existing website will be migrated to the new website by the Columbus Zoo and Aquarium.
- Once the website has been completed and accepted, the website and all contents, software, and architecture become property of the Columbus Zoo Family of Parks.

Site Specifications

The Columbus Zoo Family of Parks encourages originality, but there are requirements for this project. Your proposal must account for all these requirements.

- The site must be developed in an industry standard secure manner and be compliant with the latest PCI Data Security Standard (PCI DSS) requirements.
- The site must be developed to meet or exceed ADA Level A compliancy based upon Web Content Accessibility Guidelines (WCAG).
- The site must be functional on all common operating systems and mobile devices.
- The site must be compatible with current and one (1) earlier version of Edge, Firefox, Chrome, and Safari browsers.
- The site must not require plug-ins as a default.
- The site must use SSL/https protocol for all site operations.
- The site must be a responsive dynamic website to supply a tailored experience to the mobile device, tablet, and desktop computer.
- The site must be optimized such that each page loads in a way that is acceptable to the typical user having an average home Internet connection speed.

Research



- Research and supply enterprise level site hosting options for best performance, scalability, redundancy, security, disaster recovery, test site environment, and budget.

Testing

- Testing of site on all applicable platforms to ensure that website works as promised, including explanation of the testing plan.

Delivery

- Provide a website with templates, pages, forms, and integrations in the agreed upon content management system.
- Provisions for support must be made to help internal staff when they are migrating content before making the site live.

9. DESIGN TEMPLATES, FORMS, AND INTEGRATIONS

Below is a list of templates, forms, and integrations for each of the Columbus Zoo Family of Parks websites. These are the design files that will be provided as layered Photoshop files. Additional files may be provided if deemed necessary.

Columbus Zoo and Aquarium

- Design Templates (16)
 - Home
 - Interior Page
 - Events Calendar
 - Animal Regions
 - Animal Guide
 - Specific Animal Information
 - Plan Your Day
 - Tours and Experiences
 - Book Your Event
 - Corporate Partnerships
 - Learn
 - Donate
 - Membership
 - Blog
 - Conservation



- About
- Forms
 - Currently 15 active forms. The forms are being used to collect information from site visitors. Submissions must be saved into a database and electronically transmitted to internal staff. Internal staff must be able to independently create, change, and decommission forms.
- Third-party e-commerce integrations
 - Accesso Passport (accesso.com) e-commerce for online sales of tickets and memberships.
 - Blackbaud Raiser's Edge NXT (blackbaud.com) e-commerce for online donations and fundraising event signups.
 - Outbound Software (outboundsoftware.com) e-commerce for educational program signups.

Zoombezi Bay

- Design Templates (8)
 - Home
 - Plan Your Visit
 - Explore the Park
 - Admission
 - Attractions
 - Jobs
 - Our Other Parks
 - ZOMBIEzi Bay Home
- Third-party integrations
 - Accesso Passport (accesso.com) e-commerce for online sales of tickets, season passes, and rentals.

Safari Golf Club

- Design Templates (5)
 - Home
 - Golf
 - Book an Event
 - About
 - Golf Outings
- Third-party e-commerce integrations



- ForeUP (foreupgolf.com) e-commerce for booking tee times.

The Wilds

- Design Templates (8)
 - Home
 - Plan Your Visit
 - Conservation
 - Learn
 - Animals
 - Specific Animal
 - Scout Day
 - Groups
- Forms
 - Currently 1 active form. The forms are being used to collect information from site visitors. Submissions must be saved into a database and electronically transmitted to internal staff. Internal staff must be able to independently create, change, and decommission forms.
- Third-party e-commerce integrations
 - Checkfront (checkfront.com) e-commerce for online sales of lodging, tours, and memberships.
 - Blackbaud Raiser's Edge NXT (blackbaud.com) e-commerce for online donations and fundraising event signups.
 - Outbound Software (outboundsoftware.com) e-commerce for educational program signups.

10. EVALUATION CRITERIA

During the evaluation process, the Columbus Zoo Family of Parks reserves the right to request more information or clarification from vendors or to allow corrections or modifications to a proposal. At the discretion of the Columbus Zoo, vendors submitting proposals may be requested to make presentations as part of the evaluation process.

Upon completion of the evaluation process, The Columbus Zoo intends to select a vendor to proceed with the required website services. The selected vendor will be notified, and a contract



will be completed. If for any reason a contract cannot be completed, the Columbus Zoo may select another vendor to contract for these services.

Proposals will be evaluated by the Columbus Zoo staff and members of the Selection Committee on the following:

- The vendor followed instructions in structuring the proposal and preparing a cover letter.
- The vendor shows familiarity of the Columbus Zoo Family of Parks and its entities.
- The vendor shows an understanding of the scope of the project, specific activities to be completed, and deliverables to be produced.
- The vendor work plan addresses all project activities, finds specific action steps supporting each of the activities, and specifies reasonable time frames for completion.
- The vendor identifies personnel possessing skills and experience related to project tasks to be performed; the organization/management structure and time commitment of staff resources support completion of project activities and preparation of deliverables.
- The vendor's background and experience reflect relevant experience and a capability to supply requested services.
- The budget and narrative justification are itemized and sufficiently detailed to show how the total project cost was derived and costs appear to be reasonable; a proposed payment schedule was provided with payment points based on completion of project activities and acceptance of deliverables and appears to be reasonable.
- Diversity, Equity, Inclusion, Access and Belonging (DEIAB) initiatives, commitments, and DEI supplier program initiatives.

The Columbus Zoo Family of Parks reserves the right to accept or reject any or all proposals received, to negotiate with any qualified source, or to cancel in part or in its entirety the RFP process if it is in its best interest to do so. The RFP does not commit the Columbus Zoo Family of Parks to award a contract or to pay any cost incurred in the preparation of proposals.

Proprietary rights to all data, materials, documentation, and products originated by and prepared by the contract shall belong exclusively to Columbus Zoo Family of Parks. The contractor will be prohibited from giving pro products and information developed under the contract without the prior written consent of the Columbus Zoo Family of Parks.

11. CONTACTING THE COLUMBUS ZOO AND AQUAIRUM STAFF



The main point of contact for this RFP is Kevin Bonifas, Director of Technology Services. All questions should be communicated by email only. Please send all questions to kevin.bonifas@columbuszoo.org.

Participating vendors are expressly instructed that the Columbus Zoo and Aquarium is the only authorized source of information concerning the solicitation. Contact with unauthorized agents of the Columbus Zoo while solicitation and evaluation are in process could result in immediate disqualification.

Any questions about this RFP will be managed as promptly and as directly as possible. If a question requires only clarification of instructions or specifications, it will be managed verbally. If any question results in a change or addition to the RFP, the changes or additions will be sent to all registered vendors as quickly as possible by addendum.

Vendors shall appoint and supply contact information for an individual to contact should any questions arise concerning a proposal. The vendors shall also include the name and title of individuals who will make final decisions about contractual commitments and have legal authority to execute the contract on the vendor's behalf.

12. INCOMPLETE RESPONSES

Failure to respond to any item, including supplying any requested information, or failure to follow these instructions shall be considered the submission of an incomplete response and may result in disqualification.

13. RIGHTS OF THE COLUMBUS ZOO AND AQUARIUM

The Columbus Zoo Family of Parks and properties reserve the right to:

- Select the vendor that in the judgment of The Columbus Zoo Family of Parks best meets its needs.
- The Columbus Zoo Family of Parks reserves the right without prejudice to cancel or reject all proposals.
- All material given by a vendor as part of the response to this Request for Proposal shall be considered the property of the Columbus Zoo Family of Parks.



- The Columbus Zoo Family of Parks will not be responsible for proposals that are not received at the proper location.

14. NON-DISCLOSURE AGREEMENT

The Vendor acknowledges that during the project, the Vendor and its employees will obtain and have access to confidential information that is important to the Columbus Zoo's business. This confidential information includes but is not limited to matters relating to its donors and members such as donor and member names, addresses, financial information, trade secrets, marketing documents, business projections, plans and strategies, legal matters, and other personal information (collectively referred to as the "Confidential Information").

The Vendor acknowledges that such Confidential Information is worthy of protection and is the sole property of the Zoo. The Vendor agrees that during the term of this Agreement and thereafter, vendor shall not divulge or make use of any Confidential Information, directly or indirectly, personally or on behalf of any other person, business, corporation, or entity without the prior written consent of the Zoo. The parties hereby acknowledge and agree that the prohibition against disclosure of Confidential Information is in addition to, and not in lieu of all rights or remedies which the Zoo may have available pursuant to the laws of any jurisdiction or at common law to prevent the disclosure of trade secrets.

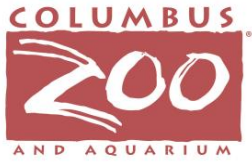
15. FORMAT FOR PROPOSALS

Please use the following guidelines to format your proposal:

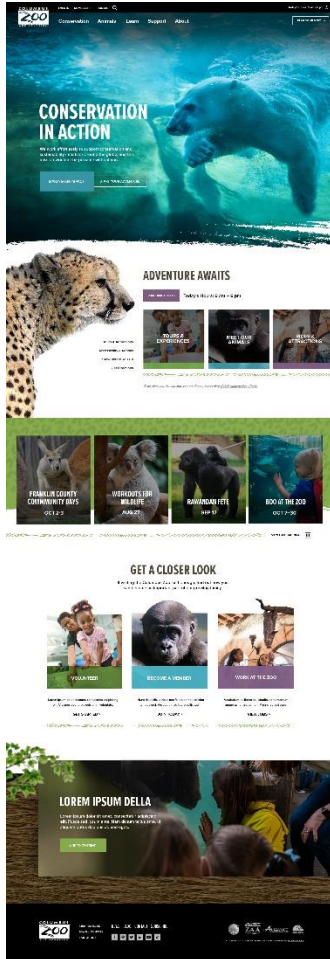
- Length and Font Size: Please use fonts no smaller than 10 points. Maximum proposal length including title page, cover letter, proposal, qualifications, and costs should not exceed 50 pages.
- Title Page to Include: Columbus Zoo and Aquarium, Website Development, your company name, street address, website, telephone number, and email address.
- Cover Letter: Signed by the person or persons authorized to sign on behalf of the company.
- Proposal: Supply your proposed solution, including your CMS and any other technical recommendations. Please include the length of time you feel it would take to deliver the completed project, from the day of signing the contract to completion.
- Qualifications: Supply the information requested in the "Proposal Guidelines and Requirements", "Vendor Requirements" and "Scope" of the document.



- Costs: List costs as requested above. Name staff who will be working on the project. Include standard hourly rates for work that may be needed in the future.
- Deliver proposals to Director for Technology Services, Kevin Bonifas, via email at kevin.bonifas@columbuszoo.org.



APPENDIX A: HOMEPAGE DESIGN





APPENDIX B: WEBSITE MAPS

These are the working site maps and are subject to change as content is developed.

Zoo Sitemap: <https://triad.slickplan.com/kweqppk>

Zoombezi Bay Sitemap: <https://triad.slickplan.com/txqlgxwun2>

Safari Golf Sitemap: <https://triad.slickplan.com/ottdidia>

The Wilds Sitemap: <https://triad.slickplan.com/ol4rzru5>