

HB 972 -- Internet Web Sites of the Department of Economic Development

Sponsor: Johnson

This bill allows private web site development companies to be awarded contracts to operate the Internet web sites of the Department of Economic Development. In its main provisions, the bill:

- (1) Specifies that the state will own all the content on the web sites, but the private web site development companies may use the web site's content, add to its content, and apply search engine optimization to the web site's content;
- (2) Requires any private web site development company which is awarded a contract to have a proven track record in search engine optimization to be determined by the department and to provide at least three examples of increasing its past clients' search engine rankings;
- (3) Allows private web site development companies to sell online advertising for any entity that will benefit from growing Missouri businesses;
- (4) Allows up to three web site development companies to operate each web site and requires the contracts to be awarded at no cost to the companies; and
- (5) Requires the department to monitor the performance of each private web site development company and authorizes the department to cancel a contract at any time without prior notice. Any company that does not operate under department guidelines will lose the contract.