RFP Template for Website Design/Redesign Project

Company Name   <mark>　</mark>

Websites URL   <mark>　</mark>

Contact Name   <mark>　</mark>

Phone Number   <mark>　</mark>

Email   <mark>　</mark>

Date   <mark>　</mark>

Introduction

Offer a quick greeting and state why you are reaching out to this agency.

Briefly describe your company and what your website project is trying to accomplish. Aim for 1-2 quick paragraphs.

<mark>[COMPANY NAME]</mark> wants to redesign its website currently found here:

<mark>[http://domain.com]</mark>

You have been selected as a vendor to respond to this request and would like to ask you to prepare a proposal to accomplish the task that includes timeline, cost, and deliverables. The following RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and/ or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

Table of Content

1. COMPANY BACKGROUND

Introduce your company and give a brief background on your history, business model, philosophy, etc. Introduce the team that will have a role in the website project. Include contact details and title for each person.

Name	Title	Email	Phone	Project Role
Jake Simons	Project Manager			Project Manager
Heather Steele	Marketing Specialist			Content Lead
Kwame Ross	Sales Manager			Sales and Lead Generation

2. Budget

Clearly state your overall budget range. If applicable, break down the budget for individual project elements (ex: site graphics, main website, wholesale accounts, customer service portal, etc.)

Examples of RFP Budget Statements:

"We are budgeting $30,000 – $60,000 for this website, with a potential additional $5,000 – $10,000 for a social media component, and a potential additional $5,000 – $10,000 for a digital marketing component. When constructing the budget, please list the website, social media and digital marketing as separate components."

"The results of Phase One will inform a budget of the full development and launch of the website, and therefore, we expect that the selected agency partner will work with us to identify costs for Phase Two. The budget for Phase One is between $25,000 and $50,000, depending on the services offered."

3. Timeline

Present a realistic timeframe for the project and include an expected launch date. A good time frame accounts for review and approval processes and accommodates multiple rounds of revisions. Think about how fast your organization can turn around this type of feedback.

RFP Release Date
The date you've sent out the RFP. This lets vendors see how recent the request is.

Response Deadline
When are you expecting proposals back by.

Vendor Selection
When should vendors expect to be notified of your decision? What are the next steps in the selection process?

Project Kickoff
What date should the vendor have their team ready to begin work on the project?

Desired Launch Goal Date
Be realistic! Keep in mind a typical website project takes at least 10-14 weeks, (14-18 for ecommerce). If you want to go live a month from kickoff chances are 95% of companies will pass.

4. Challenges
Define what challenges your business currently faces that this project, and a new website, will solve. Be as broad or as concise as needed.

Examples:
"While we feel the current site captures our tagline message and tone, it is not a tone that we feel will transfer well to our new target audiences and industries."

"Improved navigation – Vendor should simplify what's up on our website and create a very attractive, easy-to-navigate website that should allow people to fulfill their goals without getting lost"

"More targeted use of SEO – Vendor should also include keywords and tags on pages so that our search functionality should be exceptional, and should allow our site visitors to complete their goals"

"Calls To Actions are not converting enough leads"

5. Goals

Clearly illustrate the end goals for this project and your new website (increased sales, more visitors, better media presentation, improved branding, etc.). What are the three most important things that, if done well, you'll consider the redesign a success?

Please finish this sentence: This project will be successful if…

Examples:

"Our top priority is generating sales-ready leads for our sales team. Our secondary goals are educating prospective buyers on our services and providing helpful and engaging resources."

"Our primary goals are to strengthen our online presence, build brand awareness and provide an overview of our services in order to provide credibility to our clients and prospects."

6. Audience

Describe the audience you will be targeting with your new website/web presence.
Be sure to fully answer these two basic questions:

- *Who are your customers?*
- *What all goes into an online sale or conversion (lead gen, subscriber, social share, etc.)?*
- *What is the overall message you want to convey to your target audience?*
- *What problems do your product/service solve for your audiences?*
- *Is there certain information that you find yourself repeating to your clients and/or prospects that would be helpful to have built into your websites messaging (please describe)?*

- *How do people feel about your products/services - or how is your business measured by your clients?*

7. Requirements

Describe your current website and web presence…

- *What works well with your current online presence?*
- *What do you like and what don't you like about your website?*
- *What's restricting your growth online?*

Describe your desired (new) website and services desired. Here you can list your feature wish list and describe your vision for the website. Some elements to consider:

- *Brand identity - do you need style guides? new logo?*
- *Content strategy - do you need help?*
- *Site architecture - what sections should there be, how are they organized?*
- *SEO Copywriting - do you have copywriters that will write your website content or need help?*
- *301 re-directs of old URL's - do you plan on changing domains? this is needed to not lose SEO rankings, unless your website is a start up.*
- *User experience testing - need to stay objective? validating your assumptions with your target audience is a great way to build a better product.*
- *Homepage interaction (where does a customer go from the homepage?)*
- *CRM & Email marketing integrations - using Salesforce, MailChimp or something else? Make sure to take note!*
- *Analytics Integrations - should be standard, example: Google Analytics, Google Search Console, etc.*
- *Lead generation - how many different forms do you need?*
- *Social media engagement - do you need to display a social media feed on a page? drive traffic to a particular channel?*
- *Cart and checkout (for ecommerce) - need a unique experience?*
- *Blog - Are you currently using or do you plan to use a Blog on your website?*
- *Customer service interaction (chat, phone, forms, log-in, etc.)*

- *Would you like to restrict or protect access to certain information that would reside on your site with a password protected section?*
- *What additional features are you interested in adding to your site: Photo Gallery, Slideshow, Video, Downloadable Documents/files, PayPal links, Membership, Log-in, Order History, Internal Search Feature, Calculator, Calendar, etc…)*
- *security - SSL, etc. list specific requirements*
- *website training - do you plan to update your own website? require CMS training?*
- *website maintenance & hosting - are you taking care of this yourself? need professional help with software updates/ security?*

Also list any other services you'd like to receive alongside this project beyond web development/ design (ex: social media, marketing collateral, logo design)

Examples:

"Our website should contain a Resource Repository – documents library that users can access and download. This "hub" should also contain embedded media files, such as videos, that can also be shared or downloaded."

"As customer is proceeding through shopping cart, the cart should present a clear visual of how each customization choice affects their monthly cost and frequency of shipping."

"CRM Integration: Connect contact form submissions to Salesforce CRM system."

"Once the website re-design is complete, we will need to ensure that all outward facing sales materials will resonate with what folks see online, offline and through other lead drivers. We are wanting for the agency to assist with building us "templates" for the following:

- *Power Point – Client facing presentations*
- *New Company Brochure (PDF)*
- *New One pager(s) templates for each service*
- *Landing Page template for each service*
- *Email template for each Business Unit (Salesforce Pardot)"*

8. Website Examples

List 5-10 websites that you would like to model your website after or that you simply find visually attractive. Please explain what you like about these sites in terms of color scheme, layout, functionality, etc… These website do not need to be in your industry or specific competitors.

List 3-5 competitor websites to show what the competitive marketplace looks like. List what you like about them and what you don't like about them.

9. Submission Instructions

State what critical background information and details all proposals should include, where they should be sent, and in what format.

Please send completed proposals in PDF format to:
[jake.simons@hooli.com]

All proposals should include the following details on company background and project estimates:

- Name, address, email, phone, website
- # of years in operation
- Top clients and when (date) they partnered
- 4-6 client references
- 3-5 top relevant projects, who worked on each project, link to case study or website URL
- # of individuals (approx.) that will work on the website project, their roles & responsibilities
- Team size, bios, years of experience for each, their role, awards/ certifications
- Any additional resources required for support (ex: sub-contractors)
- # of hours and general timeline from start to completion (approx.)
- Project management approach
- General overview of website build process end-to-end