



**Websites that Win
International**

Ensuring Welcoming, Working Websites

Website Redesign: Request for Proposal (RFP) Template

by

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Website Redesign

Template for RFP

Note: Content within [] denotes optional items for completion depending on your situation.

Introduction

[Company / Organization name] has initiated a Request for Proposal (RFP) process to identify a vendor qualified to plan, execute and deliver the redesign of [Company / Organization]'s website ([URL]).

[Company / Organization] requires a vendor who has demonstrated experience in managing website projects and expertise with best practices regarding successful website design, development, and deployment.

About [Company / Organization]

Whatever background you'd like to give about the company or organization, its history, customers, membership, partners, advertisers, sponsors, etc.

Project Background

Details of what you know about the website to date that's prompting the redesign – e.g. review of the analytics, brief results of a customer / member survey, outside audit, etc.

Current Usage / Website Statistics

Brief notes on current traffic numbers if known, anything of interest arising from the analytics.

Project Goals

The goal of this project is to redesign the [company / organization] website so that [goals, e.g. easier to find content, increased sales and lead generation, more visually appealing, better search engine visibility, integration with social media, higher customer / member satisfaction, etc].

Target Audiences

The target audiences for the site and their primary usage of the content are as follows:

[different types of visitor, e.g. current customers / members, prospects, students, investors, vendor partners, sponsors, general public, potential employees, policymakers, press, etc. and what each segment uses the site for].

Servers / Hosting

[Any issues with multiple servers or other hosting requirements].

Third Party Sites

[Any issues with third party vendors providing functionality for the site, or separate sites with direct links, e.g. for e-commerce, registration or reservation systems, career centers, library searches, etc.]

Style

[Any notes about your preferred style or other visual requirements.]

Copy

[Who will write the copy for the redesigned site – whether outside help will be sought for this.]

Content Management

[Details of your preferred content management arrangements, who is responsible within the organization, their level of competence, etc.]

Associated Databases / Catalogs / Accounting / Membership Software

[Details of any associated software already in place or desired which should interface with the redesigned site, and any ramifications of this].

Required Elements

[Details of required utilities and functionality, e.g. new shopping cart, internal search, personalization options, social media integration, etc.]

Search Engine Optimization

[Details of how search-engine friendly the redesigned site should be – e.g. do you expect the same vendor to conduct full SEO, keyword research, etc. and implement, or simply to deliver a site which is not obstructive to search engines?]

ADA Compliance

The website should be compliant with the requirements of the Americans with Disabilities Act.

Traffic Reporting

[Details of your required traffic reporting system, e.g. Google Analytics, and whether you expect the vendor to install this].

Timeframe

The desired delivery date for the revised website is [date].

Budget

The budget allocated for this project is [\$amount].

Proposal Instructions

All proposals should be received by [time] on [date]. Submit your proposal by e-mail to [e-mail address].

As part of your proposal, please address the following:

- Sample Project Plan
- Project Budget
- Your approach to website design
- Details regarding your website project management process
- A summary of website development experience
- A listing of existing client references
- Identify who will be involved on your project team, including their relevant experience and credentials

Please be sure to include the name and contact details of persons to be approached for clarification of the proposal if needed.

Additional Information or Clarification

Contact: [name and phone number of your contact person].

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Philippa is the author of “42 Rules for a Web Presence That Wins” (2nd ed.) She offers a free sampler of 5 rules at her website <http://www.websitesthatwin.com/>