Website Redesign & Development Request for Proposal

This RFP is for the redesign of the ACME COMPANY website. Please note, all information contained in this document is considered confidential and proprietary.

**RFP Sent:** DATE HERE

**Responses Due:** DATE HERE

Send any questions on the RFP to: YOUR NAME AND EMAIL HERE

Send proposals to: YOUR NAME AND EMAIL HERE

**About ACME COMPANY**

Provide an overview of your company. For example, Jackrabbit Design is a full-service graphic design firm that creates compelling marketing solutions for a wide and varied client list. We work tirelessly to keep your branding, communications, and marketing well out in front. Our clients rely on us for intelligent communications that foster deep connections between their brand and their customers.

**Our Audiences**

Our primary audience is… text here to breakdown the target audience coming to the site, including primary and secondary. Provide details about the audience types and what they’d be looking to do on the new website.

**What Sets Us Apart**

**Reputation** Text here to explain this value proposition and why it matters to the organization and the target audience.

**Trust** Text here to explain this value proposition and why it matters to the organization and the target audience.

**Commitment** Text here to explain this value proposition and why it matters to the organization and the target audience.

**New Website Objective**

Our website’s number one goal is… text here to breakdown your goals. For example, a site that gets visitors to convert. We want to influence people to want to know more about us and give us a call. If we get a qualified lead on the phone, our sales team is so proficient that chances are strong the lead will convert to a sale. When leads return to our site in the decision-making process, we want to reassure them of our exceptional product/service. Emphasizing what sets us apart will help instill confidence.

**Our New Website Should:**

* Reflect the quality of our brand
* Allow us to showcase photography and video
* Stand out from the competition
* Be easy to navigate and allow visitors to filter by X, Y and Z
* Reflect the exceptional product we offer and allows us to better showcase what we do
* Allow our team to easily implement changes
* Be responsive across all platforms
* Allow users to fill out forms in-browser
* Allow for future integration with XYZ

**Current Website**

Our current website… text here to explain the situation of your current website. For example, it had a facelift in 2018, but the infrastructure remains from when the site was originally built and no longer serves us. Our company has grown at an explosive rate and the current site has been forced to comply. Overall, it lacks a clear path for visitors to find what they want and get in touch with us.

**New Website Functionality Requirements**

* Built with SEO best practices
* Have clear call-to-actions for conversion/lead generation
* Support embedded video via Vimeo
* Have a newsletter signup that integrates with MailChimp
* Have a general contact form that users can fill out and submit
* Social media considerations (share buttons, etc.)

**Technical requirements**

* Built-in WordPress and hosted by WP Engine
* Use of a repo on GitHub
* Easy to use backend to manage the maximum amount of content and customizations
* All content, including dynamic content, must be searchable from within the site.
* All content, including dynamic content, must be readable by search engines
* SEO considerations need to be accounted for in all aspects of design/development
* The site, all content, and all forms must be HTTPS
* Optimized project assets for speed i.e., compressed images and video, Minified CSS, JavaScript, and JSON
* Page load to be tested with Google PageSpeed Insights
* Must contain a blog and all blog posts to be accessible under the /blog URL

**The Project Team**

Project Owner: Name

Working Group:

* Name
* Name
* Name

Approvers and Other Stakeholders:

* Name
* Name
* Name

**Proposal Requirements**

Please include the following information in your proposal:

**Design Concept:** Outline the steps you would take for achieving the objectives outlined above. Include relevant examples, in terms of look and feel, of past work you believe relates best to our challenges. Please also include examples that show your ability to work from information architecture through implementation.

**Technical Proposal:** Please describe how you would approach the implementation process of this project.

**Firm Information, Staff, and References:** It always helps to know who you’re working with. Please give us a brief history of your organization and experience. Also, please include information on those individuals who would be assigned to this project (including any subcontractors). It would be helpful to hear from clients you’ve worked with, so please include a list of references.

**Financial Proposal:** We need you to describe the overall cost of the project, including a breakdown of costs for individual component tasks, assessments, and services that cover one-time, ongoing, variable, consulting, and third-party costs, plus a tentative implementation timeline that corresponds with each component.

**RFP & Project Timeline Details**

**RFP Sent:** DATE HERE

**Responses Due:** DATE HERE

**Finalists Selected & Contacted:** DATE HERE

**Winner Selected & Contacted:** DATE HERE

**Project Kick-off:** DATE HERE

**New Website Launch Target Date:** DATE HERE

Thank you for your interest in responding to this RFP. We look forward to your response.

**Basis of selection**

* Competency and compatibility are the two things we care most about.
* Relevant experience, qualifications, and success with sites like ours.
* Experience of those who would perform the required services.
* A firm or individual's project management plan, financial proposal, and implementation timeline.
* The quality of the proposal, specifically, responsiveness to the requirements as outlined in this RFP and the adequacy of the information provided.