



# RFP EDITABLE TEMPLATE

Extras



\_\_\_\_[Company]\_\_\_\_, based in \_\_\_\_[Location]\_\_\_\_, is requesting proposals from web development agencies with proven experience to redesign its website:

<https://www.yourwebsite.com>

## Table of Contents

[1. Project Overview](#)

[2. Company Overview](#)

[3. Current website and Audience](#)

[4. New Website Goals](#)

[5. New Website Functionality Requirements](#)

[6. New Website Wish List](#)

[7. Website Budget Details](#)

[8. Proposal Requirements & Project Timeline Details](#)

[9. Contact information](#)

# 1. Project Overview

---

*Briefly introduce your project, its goals and demands. Describe the essential components of your project. Highlight any problems your company is struggling with. The more points you add, the clearer and easier to understand your RFP will be.*

---

## Example:

\_\_\_\_[Company]\_\_\_\_ is seeking to redesign its website. Our top 4 goals for this project are:

- To renew and modernize our current web interface
- Implement new features
- Make the website usable on any device desktop, tablet, or mobile device.
- Improve our search engine positions.

The primary goals of redesigning \_\_\_\_[Company]\_\_\_\_ website are to increase:

1. website traffic and
2. the number of its active users.

Our search engine positions are falling significantly, as is our organic traffic, so we want to make our website more “Google-friendly”. Also, a number of our competitors have recently added features such as \_\_\_\_[feature]\_\_\_\_ to their websites, so we feel we need to improve our web platform to retain our current customers.

## 2. Company Overview

---

*Introduce what your company does, who you serve, what services/products it offers, and more. Talking about your background gives your contractors a clear picture of your establishment's history, core values, and needs.*

---

### Example:

\_\_\_\_[Company]\_\_\_\_ is a provider of innovative and high-quality software for e-publishing and online marketing. We offer a digital platform for publishing magazines, brochures or catalogs that enables our publishers to deliver their message and grab the attention of new readers. \_\_\_\_[Company]\_\_\_\_ was founded in 2007 by e-publishing professionals who sought to improve the lives of editors and marketers by creating an up-to-date and easy-to-use platform.

\_\_\_\_[Company's]\_\_\_\_ headquarters are in \_\_\_\_[Location]\_\_\_\_. The company has regional offices in such places as \_\_\_\_[Location]\_\_\_\_ and \_\_\_\_[Location]\_\_\_\_.

\_\_\_\_[Company's]\_\_\_\_ current website is <https://yourwebsite.com>, and was originally designed in 2012.

## 3. Current Website and Audience

---

*Do you already have a website? What is working? What is not working, or working poorly? Can you provide visitor analytics? Answer these questions in this section. It's also good to provide as much data from Google Analytics as possible, so the agency's developers and marketers can see what parts of your site are working efficiently and which ones aren't.*

*Also, describe your project's main target audiences. Outline how each audience would interconnect with your company and the website during the project.*

---

### Example:

Our current website was launched in 2012. The website consists of 20,000 pages managed by our in-house team of 15 people. Approximately 18,000 pages are managed through the content management system. The website contains about 1000 documents (450 – MS Word, 150 – PFD, 500 – Excel). The site runs on Wordpress 5.1 and is hosted on a dedicated managed physical server at Rackspace. The server runs Linux, MySQL, PHP and Apache and has 10GB RAM, a 2.5Ghz CPU, and a 100GB hard drive. Recently we have experienced problems with the stability of this platform and had trouble upgrading PHP versions on the server.

Our search engine positions are also falling, and our website traffic has dropped dramatically.

The website must be understandable to all visitors. However, audiences served by the website will include:

- Bloggers with personal blogs. Here's a link to a detailed description of this audience: \_\_\_\_[link]\_\_\_\_
- Content-marketers/ copywriters/ digital-marketers in companies of all sizes: \_\_\_\_[link]\_\_\_\_
- Editors of online magazines/ newspapers: \_\_\_\_[link]\_\_\_\_

## 4. New Website Goals

---

*In this part, explain the goals you wish to attain with your new website.*

- *What do you want your new website to achieve for your company?*

- *What actions do you want users to take when they browse your site? For example, do you want them to make more purchases, request mobile app development services, request information, etc.?*
- 

### Example:

The primary goal of redesigning the current website is to create a new, interactive, and easy-to-use website. Our website has not been updated for many years and no longer meets current web standards. It lacks a number of features that our competitors' websites have, and does not support tablets and mobile devices well.

The new website should:

- Have a renewed and modernized interface. It must be convenient, user-friendly and help our customers more to \_\_\_\_[complete their tasks]\_\_\_\_ more effectively.
- Increase the number of regular users of our platform by improving the interface and implementing additional features, such as \_\_\_\_[feature 1]\_\_\_\_, \_\_\_\_[feature 2]\_\_\_\_, \_\_\_\_[feature 3]\_\_\_\_.
- Increase the number of users by being adaptable to any device desktop, tablet, or mobile device.
- Increase the number of visitors by earning improved search engine positions.

## 5. New Website Functionality Requirements

---

*Here's where to list all the essential functionality for your new site, such as:*

- *Technical Requirements*

*Do you have any new technical requirements in mind, such as a database, which programming language to use, etc.? To avoid confusion, write up each feature you want and define what you expect. Be as detailed as you can about how the features should work, how website users will interact with them, and other details.*

- CMS

*There are multiple CMS software options. State if you require something specific or if you're open to considering alternative CMS options that you're unfamiliar with. How much content do you have already, and how do you want to manage it? How do you want to publish new content that will grab visitors' eyeballs?*

- Mobile Responsiveness

*Most users these days use their mobile devices to browse the internet. Therefore, having a mobile-friendly website design is a must. However, it's still worth mentioning this in your RFP to ensure that the vendors understand it as a priority. Plus, it will help you get a heads-up if the vendors charge additional fees to produce a mobile-responsive design.*

- Ecommerce

*If you plan to add an e-commerce component, list important details so that the team builds in appropriate features. Before you add them, evaluate: Are you planning to boost product sales? What are the demands for the carts, accounts, etc.? Consider features like inventory management, shipping calculators, etc.*

---

### Example:

Our core requirements are:

1. Discovery and strategy. Guide us through a process to identify the strategy for the new website.
2. Navigation and information architecture. Recommend a new navigation and information architecture that improves usability.

3. Homepage heat mapping. The vendor should collect information about all users' actions on the current website to define the weak points of the website and review users' behavior.
4. Accessibility validation (WCAG 2.0). The vendor should collect all the information about the current website and make recommendations for the new one.
5. ...

## 6. New Website Wish List

---

*Here's where you describe the functionality you want to see in your new website, along with your desired spending plan and project timeline.*

---

### Example:

Depending on the total cost of the main stage, the following improvements may also be added to the brief:

1. FAQ Tool
2. Advanced Website User Experience Analytics
3. ...

## 7. Website Budget Details

---

*It is highly recommended that you include a budget in your RFP. The budget should accurately and fairly reflect the scope of the work you've outlined. This will not only eliminate guesswork for the potential vendors, but also elicit the most creative and competitive responses.*

---



**Example:**

Our budget is \$75,000 – \$125,000, depending on the speed of development, technology, and feature set (exclusive of hosting and maintenance after launch).

## 8. Proposal Requirements & Project Timeline Details

---

*Here, list any special demands and time frames, in addition to the defined website due dates as well as milestones.*

*Describe how and when vendors should submit and what they should include in a proposal. A transparent outline avoids miscommunication and prevents wasted time.*

*Other details include:*

- *In what format do you want the proposal to be submitted? In Word file, PDF, or other formats?*
  - *Do you need hard copies?*
  - *Do you require skilled freelancers?*
- 

**Example:**

We would like to launch the website by \_\_\_\_[date]\_\_\_\_ to coincide with \_\_\_\_[event]\_\_\_\_.

Please submit your proposal electronically as a single Word file by \_\_\_\_[date]\_\_\_\_. If your proposal is larger than 12MB, please use a file delivery service such as Dropbox, YouSendIt, or any other one you feel comfortable using.

You're welcome to present in whatever proposal format your agency is used to, but at a minimum, we'd like to see the following:

- Images, URLs, and brief descriptions of similar projects.
- Brief bios or resumes of key agency team members we'll be working with.

- The names of any subcontractors who will work on the project.
- The deliverables you will provide.
- A proposed project schedule.
- Your assumptions while preparing the proposal.
- Your agency's quality assurance process, including support for post-launch bugs.
- Project costs, by phase (e.g., design, implementation, etc.)
- Identify subcontractor budgets, if any.
- Monthly support costs, if offered.
- Monthly hosting or licensing costs.
- Three professional references for similar projects completed within the last 18 months.

## 9. Contact information

---

*Here, specify your contact information for vendors who wish to ask questions and send proposals.*

---

### Example:

Please send your proposals to [info@domain.com](mailto:info@domain.com) by \_\_\_\_[date]\_\_\_\_.

If you need any additional information for your proposal, please send your questions to [office@domain.com](mailto:office@domain.com)

---

**Not sure about your RFP? Have an idea to discuss?**  
**[Contact us](#)**

---