Request for proposal (RFP)

Requested by: [Full name here]
Title: [Your title here]
Email: [email@email.com]
Proposal Deadline: [7 July 2025]
Company: [Company name here]
Website: [www.yourwebsite.com]
Address: [Enter full address here]

Company Background

Provide a brief company overview including:

- Business type

- Key areas of expertise/offering

- Unique value proposition

Metrics (For the existing website)

Provide monthly baseline metrics to help us understand your starting point. Fill what applies to your website.

- Traffic:
- Bounce rate:
- Revenue:
- Conversion rate:
- Average Order Value:
- Traffic Paid vs Organic %:

Project Brief

Include:

- Overview of current digital presence

- Platform of existing website (if any)

- Why you are redesigning/creating a new site
- Ideal project timeline

Goals

What challenges should be addressed and objectives achieved?

- Custom website, scalable and easy to update
- Design aligned with brand identity and leadership position
- Engaging UX (e.g. increased time on site, reduced bounce rates)
- Easy-to-use content management system (CMS)

Project Scope

Which services will be outsourced? How will collaboration happen with internal teams and third parties?

- Website planning & technology consulting
- UX and UI design
- Frontend and backend development

Features & Functionality

Features

- Feature #1
- Feature #2
- [Add more as needed]

Budget Details

Specify your available budget for the project.

Submission Requirements

Indicate what documentation and answers should be provided by applicants.

Inspiration

Website you like

- [www.something.com]

- [www.something.com]

- [www.something.com]