

[optional: your logo]

[Your school/organization name]

Website [Re]Design & Development Request for Proposal

This RFP is for design and development services for a new website for [your school/organization name].

RFP Sent: [Date you are sending RFP out]

Responses Due: [Date (and, optionally, a time)]

Send any questions on the RFP to: [Name, role, email address]

Send proposals to: [Name(s), role(s), email address(es) (or fax/mailling address, if applicable)]

Budget for new website: [Include project budget range here]

Goal for new website launch: [date or date range]

[School/Organization] Overview

[Introduce your school here—academic focus, mission statement, when it was founded, by whom, where it's located, size of student body, etc. Remember, keep it concise!]

Our Audience

[Talk about your current students and ideal applicants:

- *Who they are (demographics: age/sex/income/location)*
- *What they like to do (their hobbies, where they typically spend time online, etc.)*
- *Why they do or should attend your school/use your services]*

Example:

Our students range from recent undergrads to mid-career changers. They are primarily interested in gaining professional skills needed to advance in their career/change

professions. They tend to be technologically proficient and get most of their information via the internet, social media, and email subscriber lists. Many work full-time jobs and have families, so time is a precious commodity. They value convenience, flexibility, practicality, career connections, and cost savings. Our current students value our offerings because they can take online classes at their own pace, connect with faculty members who currently work in relevant fields, and network with other students all over the country.

Our secondary audience is...

Our tertiary audience is...

New Website Objectives

[Define your primary, secondary, and tertiary objectives here. If your website has multiple objectives, rank them in order of importance.]

Example:

1. Our website's number one objective is to increase enrollments.
2. Our website's second objective is to position us as a thought leader in the higher education space, so prospective students will come to us to learn more about their desired academic or professional field and feel confident that we can help them get there.

Current Website *[if applicable]*

[Provide an honest assessment of your existing website's deficiencies and flaws to highlight specific areas for improvement. Why specifically does your current website not meet the objectives you previously listed?]

Example:

Our current website, [URL], is about [x] years old and does not reflect our current branding. The navigation is clunky and not at all intuitive; even our own staff have a hard time finding things on the website. Overall, it lacks a clear path for visitors to explore courses, find answers to their questions, or get in touch with an enrollment advisor.

We do not have access to our own (outdated) CMS, so we need to rely on a remote team of developers to make any changes, which is time-consuming and can lead to

confusion. We have what we believe to be valuable content in the blog archives, but the lack of organization makes individual articles almost impossible to find.

New Website Functionality Requirements

[List the functionalities that are essential for the new website's success. Even if you don't know the names of specific solutions, or even if they exist, try to describe the need in as much detail as possible.]

Example:

Our new website will need:

- An easy-to-use content management system (CMS)
- Intuitive navigation
- Clean design that reflects our current brand
- [xx] degree program pages with subpages for Faculty, Curriculum, and Resource Center/Blog
- Integration with course catalog
- Integration with student learning portal
- Tuition calculator
- Student testimonials
- All applicable content imported from current site
- Content optimization with SEO best practices
- Clear path to conversion/lead generation
- A blog
- Social media integration (share buttons, follow buttons, etc.)
- Email sign-up form
- Contact form
- Scheduling tool integration

Optional New Website Functionalities/Wish List

[Contingent on budget and timeline considerations]

Example:

If the timeline/our budget allows, we would like to include the following elements in our redesign:

- Hero videos for each degree program page
- Dynamic social media feeds
- Interactive campus map
- Animated video explainer for online course access

Please provide cost for these elements separately, and note if any additional design or development time would be required.

Budget Details

[Here is your place to further explain budget, any flexibility and any billing specifics, such as if you need to be billed before a fiscal year end, etc.]

Example:

Our budget for this project is [\$xxxxx–xxxxxx]. While we would of course prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits. Proposals that offer flexibility in billing for non-required elements added to the website after initial launch will also be considered, as we may be able to budget for additional funding for these additional website elements or ongoing marketing efforts after this fiscal year ends on [date]. All invoices for this project must be billed before [date].

Proposal Requirements

[List proposal elements for respondents to include]

Example:

Please send a digital version of your proposal to [email]. PDF format preferred, but will accept Microsoft Word documents or PowerPoint decks.

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples (specifically for higher ed)
- References
- Your key differentiators
- Pricing with optional elements line-itemed
- Terms & conditions

RFP & Project Timeline Details

RFP Sent: [Date you are sending RFP out]

Responses Due: [Date (and, optionally, a time)]

Finalists Selected & Contacted : [Date or date range]

Winner Selected & Contacted : [Date or date range]

Project Kick-off : [Date or date range]

New Website Launch Target Date: [Date or date range]

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact [name] at [email and/or phone number].