**A QInfotech Solutions guide to:**

**Creating a Request for Proposal for your company’s website**



### Describe Your Complete Web Site Project

## Defining Your Business

**Company Profile**

Write a description about your company and what products or services you offer. This information will be useful for the ***about us*** section of your website and for the web designer (contractor) to learn more about what you do.

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| **I will send you another page with this information in point form, and you have the other write up from my other host site we can use.** |
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**Intended Audience**

Include a description of your client/customer. Is this product or service targeted towards a certain audience or industry? Include known demographics, consumer trends, and professional, community or special interest groups.

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| **Lower Mainland,home owners.** |
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**Samples**

Include any samples of content or merchandise that you wish to present through your website.

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| **You have my pics and I will get more for you.** |
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**Objective**  
Write a description of what you would like your customers to gain from their website visit. If you have a look and feel of your website please describe it here.

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| **Small business friendly,approachable,that they will feel comfortable to** |
| **Contact me.** |
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**Competition**

Do you have any examples of your competition? Please include competitor‘s websites and the things you like and dislike about the sites.

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| **Lonetree kitchens, merrit kitchens,** |
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## ****Website Content and Development****

**What materials will you provide to the web developer?**

Photos

Graphics

Site Map

Copy/Text

Other

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| **Photos, text material write ups.** |
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**Design Requirements**  
Are there any design specifications or branding requirements that must be met? Is your company branded already or do you require the web designer to brand your business for both stationary and web?

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| **You will send me some logos, Stationary.** |
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**What level of graphics do you want on your site? Do you need the graphics to be optimized by your web designer?**

Light graphics, mostly text

Medium graphics

Heavy graphics

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| **I will leave to your expertise of the level of graphics.** |
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**What dynamic features do you need for your site?**

User login/ registrations

Shopping cart? How many products?

Live chat?

Discussion Forums

Mailing lists

Database

Web-administration

Interactive features (form mail)

Credit card processing

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| --- |
| **Interactive features (e-mail)** |
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| **Approximately how many pages will need to be created?**  10 or less  11 - 20  21 - 50  50 – 75  75 +  **10 or less** |
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Do you need the web developer to arrange for your hosting?

**yes\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Do you need the web developer to arrange for your site to be listed with search engines and directories?

**\_\_Yes\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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Will your site be optimized for the search engines like Yahoo and Google?

**Yes\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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Do you need the web designer to continue working with you after the site is launched? Updates, changes etc. Will this be daily, weekly, monthly?

**\_\_\_\_Occisionally\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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## ****Website Deliverables and Acceptance Criteria****

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| |  |  |  |  | | --- | --- | --- | --- | | **Scope of Work**   |  | | --- | | Describe in detail what work the Contractor will perform. Identify all tasks, work elements and objectives of the project. | |  | |  | | |  |   **Budget and Time Requirements** What is the budget for the development of this site?What is the budget for the sustainability of the site?  **Timeline and Period of Performance**   |  | | --- | | The period of performance for this project will start on [start date] and the work tasks are estimated to continue through [end date]. | |  | |  | |  | | **Is there any other information about your project that could help the designer make a more accurate and informed bid?**   |  | | --- | |  | |  | |  | |  | |  | | |

## ****Contractor’s Section****

The Contractor shall provide Services and staff, and otherwise do all things necessary for or incidental to the performance of work, as set forth below:

Describe in detail what work Contractor will perform. Identify all tasks, work elements, objectives and timeline for completion of the major elements of the project.