Website Design RFP Template

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# Purpose

The purpose of this tool is to help you design a Request for Proposal (RFP) for Website Design Consulting Services. An RFP is a formal invitation to request vendor proposals that meet specific business requirements and purchasing criteria. Vendors interested in pursuing the opportunity will respond with their approach to delivering on your requirements, provide a detailed project plan & budget, and relevant references. An RFP is useful for expediting the contracting process, once negotiations are complete.

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# How to Use this Template

Complete the following sections with your website project team. Cut & paste this information into a document that reflects your corporate image and deliver your RFP to a short-list of potential vendors for review and proposal submission. The ‘Scope of Work & Business Requirements’ section contains a comprehensive list of potential requirements. Be sure to cut out requirements you don’t need and add any that are particular to your organization.

[Insert Company Name or Logo]

**Website Design Request for Proposal**

[Insert Date]

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# Company Information

## Corporate Background

Provide a description of your organization including company size, locations, number of web content management system users, target audience, current web capabilities & systems, back-end integration plans, and business goals.

## Technology Environment

Provide a detailed description of your technology environment including: LAN diagram, email/telephony system, server operating system, desktop operating system, programming languages, CMS & web-architecture, etc.

# Statement of Work

## Purpose

The purpose of this Request for Proposal (RFP) process is to invite vendors to submit their proposal to provide website design consulting services. This document contains our business and technical requirements.

## Scope

Provide a description of each department that will be using the website. Additionally, document what is in scope for this project and explicitly state what is not in scope. If you are planning on a phased approach, provide a summary of what each phase will look like from your perspective.

## Project Schedule

This schedule is based on our current timelines but is subject to change.

|  |  |
| --- | --- |
| Project Milestones | Deadline |
| **RFP Delivered to Vendors** | June 1 |
| **RFP Question Period Ends** | July 15 |
| **RFP Close Date** | July 31 |
| **Conduct Vendor Evaluations** | September 1 |
| **Award Contract to Vendor** | September 30 |

# Proposal Submission Procedure

## Vendor RFP Reception

By responding to this RFP, the vendor agrees to be responsible for fully understanding the requirements or other details of the RFP and will ask any questions to ensure such understanding is gained. [Insert your company name] retains the right to disqualify vendors who do not demonstrate a clear understanding of our needs. Furthermore, the right to disqualify a vendor extends past the contract award period and [insert your company name] will be at no fault, cost, or liability.

## Good Faith Statement

All information provided by [insert your company name] is offered in good faith. Specific items are subject to change at anytime based on business circumstances. [Insert your company name] does not guarantee that any particular item is without error. [Insert your company name] will not be held responsible or liable for use of this information or for any claims asserted therefrom.

## Communication & Proposal Submission Guidelines

Communications shall not be effective, unless a specified procurement executive who is responsible for managing the RFP process formally confirms these communications in writing. In no case shall verbal communication govern over written communications.

**Please submit your proposal by [insert RFP Close Date].**

**Please send questions related to this RFP, and vendor proposals to:**

[Insert your company name]

[Insert department name]

[Insert mailing address]

Attention:

[Insert contact name & title]

[Insert phone/email/fax contact information]

## Evaluation Criteria

All proposals will be evaluated systematically, based on the following key criterion. The purpose of this section is to identify suppliers with the interest, capabilities, and financial stability to supply Website Design Consulting Services, as defined in the Scope of Work.

Following is a prioritized list of our key evaluation criteria:

1. Professional Quality
2. Exceptional Service
3. Competitive Price
4. Insert Criteria

## Short-list Selection

Vendors who have demonstrated their capacity to meet our needs will be contacted via phone and/or mail to be notified of their selection to move forward in the RFP process. Vendors, who have not been selected, will not be contacted.

# Scope of Work & Business Requirements

This section will provide a categorized list of business requirements, with an associated description for each requirement. These requirements will provide the foundation for vendor presentations, discussions, and negotiations.

## Business Requirements Workshop

* **Understand Business Goals &** **Objectives** - discussions with Senior Management to identify business goals & objectives for the website program. Develop internal alignment on role of website/CMS and identify any key risks.
* **Analysis of Current Web Systems & Processes** – workshops with department leaders to identify areas for systems & process improvement. Analyze gaps in capabilities and workflows to determine where automation can drive efficiencies. Discuss any new systems that should be purchased.
* **Develop Business** **Requirements** – based on business process analysis, work with key stakeholders to develop web requirements for marketing, sales, customer service, e-commerce, analytics, & management dashboards.

## Technical Requirements Analysis & System Design

* **Assess Viability of Business Requirements** – work with website project team to analyze business requirements and determine feasibility, priority, and fit with budget and timelines. Provide technical requirements document outlining which technologies will be used/procured, licensing or other costs, and timelines for delivery. Technical requirements must be reviewed & signed off by the project sponsor, before any work is to commence.
* **Business Process Mapping** – customize & configure new web/CMS system to match our current workflows and business processes.
* **System Design** – build the web/CMS system to include all business & technical requirements; ensure clear communication, brand consistency & aesthetic appeal; provide exceptional usability & easy navigation; conduct usability testing; optimize pages for search engine indexing; integrate with web analytics systems (or build into new system), build and test all forms; and develop a secure section for customers to make purchases online.
* **Documentation & User Manual** – build a system administration and user manual to document how the system works and provide reference material to internal system administrator.
* **Vendor Analysis & Recommendations** – provide advice on which web content management, rich media, or other vendors to consider, based on previous experience working with their systems. Make recommendations regarding which vendor has best ‘fitting’ system(s) for our needs.
* **Contract Negotiation** – work with us to negotiate the best possible pricing.

## Back-end Integration Services

* **Email Integration** – provide integration with email servers to allow for real-time messages to be sent to website visitors, following the completion of forms or transactions. Notifications of website activity (leads) can be sent automatically to sales team, and system administrators may set business rules to route emails.
* **CRM Integration** – website activities are tracked and reported directly into our Customer Relationship Management (CRM) system.
* **Web Analytics Integration** – integrate new website/CMS with existing web analytics systems to provide accurate reporting on website activity.
* **Database Integration** – provide a connection between our back-end databases and front-end website. For example, a website visitor could register to receive our monthly newsletter and be added to our email marketing database.
* **Financial Systems Integration** – online purchases are recognized by our accounting system and generate a workflow for the finance/sales teams.

## Search Engine Optimization

* **Search Engine Indexing** – submit our new website to Google, Yahoo!, Ask.com, and other popular search engines to ensure we are indexed.
* **Meta-Tags, Keywords, & Page** **Titles** – ensure that each web page has the appropriate page title, keywords, or any other meta-tags that are required.
* **Paid-Search Campaign Planning** – provide insight & advice for Google AdWords or other pay-per-click search engine marketing campaigns.
* **Natural Search Optimization** – test content structure, linking strategies, and sitemap to ensure consistent natural search engine page rankings. Follow Google’s ‘PageRank’ methodology and Webmaster Guidelines to ensure best practices are followed. We expect to find within the first 10 results.

## Content Management System Training

* **User Navigation Training** – provide role specific scenario-based training for our sales, marketing, and customer service departments to ensure they are comfortable navigating through the new website with customers/prospects.
* **System Administrator Training** – ensure internal system administrator is fully comfortable managing website/CMS system on a day-to-day basis.
* **Content Management** **Training** – provide training for copywriters, product managers, or other marketing staff who will be adding content to the website on a consistent basis. Provide simple mechanism for uploading/updating new content, including copy, images, forms, documents, or other materials.

## Website Hosting & Maintenance

* **Hosting & System Maintenance** – provide web-hosting services and service level agreements for system maintenance and support.

# Vendor Information

Vendors must submit the following information to be considered:

* **Corporate Overview** – legal name; year of incorporation; number of employees; income statement if available.
* **Products & Services** – description of all products & services supplied.
* **Markets Served** – description of geographic/industry markets & % of share.
* **Partners** – list of current business partners and roles in ecosystem.
* **Customer References** – provide 10 references of customers in our industry.

# Estimated Budget & Resources Required

All vendors must provide a breakdown of costs related to their Website Design Consulting Services. Costs include, but are not limited to, fixed pricing & deliverables, billable hours (time & materials-based pricing), travel expenses, etc. Vendor must agree to keep the quoted pricing in their proposals for a minimum of 90 days after proposal submission.

Finally, all proposals must include project schedule & work breakdown structure, which identifies timelines, key milestones, project phases, or other project details.