# Website Design Request for Proposal

## Introduction & Project Overview

* Summary of the project
* Quick introduction to who you are
* Your “thesis” statement—what you’re looking to achieve with a new website
* Budget for the project
* Ideal launch date for the new website

## About Your Organization

* Who, What, Why, and How for your business
  + Company overview and leadership
  + Products & Services you provide
  + Company Mission/Vision
  + How you grow your business
* What makes your organization stand out from the competition

## Target Audience

* One brief paragraph per customer segment describing this group and their unique requirements for the website (e.g., Wholesale Distributors need to see different product pricing than End Users do)
* How the current website channels (or doesn’t channel) these segments to specific sections of the site

## What Problem Are You Trying to Solve?

* Limitations and headaches of your current website
* Features and functionality you like about your current website
* The milestones you’d like to see with a new website

## Front End Requirements & User Experience

* A thorough breakdown of design requirements starting with the homepage and building out from there (Keep these focused on the what and not the how; for example, say “We need to highlight Research & Education sections seamlessly throughout site” rather than “We want to use WordPress custom post-types to organize content throughout the site.”)
* Calls to Action you’d like to feature
* Social media integration and functionality

## Back End Requirements

* Third-party plugins you need to integrate such as a CRM, Newsletter, Financial Calculators, Shipping module, etc.
* Technical requirements (website hosting, pages & content that will need to be easily editable, workflow, etc.)
* Who will be responsible for handling website updates moving forward

## Proposal Requirements

* Company introduction and experience
* About the Design & Development Team
* Lay out a plan for uniquely solving the design challenges presented in the RFP
* Project Management process and workflow
* Timeline for development
* Ongoing support
* Pricing
* References

## Timeline

* Due date for proposals & selection process
* Start date for the project
* Specific milestones you’d like to see throughout the development cycle (e.g., By June 30, we’d like to have a working link to our website for review)
* Tentative launch date
* Follow up to launch

## Contact Info

Main contact person’s full name, title, email, address, and phone number (if applicable).