

Website Request for Proposal (RFP) Template

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## **About Electric Kite**

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# Electric Kite is an award-winning digital design and marketing agency using proven methods to impact the things that matter most to you. Founded in 1999, we believe that building strong relationships between our clients and their audiences leads to enduring success. Our reputation for creating interactive and digital experiences has earned us a diverse base of clients in industries such as healthcare, real estate, B2B marketing and higher education. Our talented group of problem-solvers has the technical chops to make ideas happen and look at things from every perspective. We love coming to work every day to collaborate with our clients and work to achieve their desired results, [so let’s talk about your next project](http://resources.ecityinteractive.com/contact-us?_ga=2.126938181.950027683.1539099828-1472440829.1527106048)!



[Your company name]

# **Request for Proposal: Website Redesign**

Issue Date: November 1

Responses Due: November 20

Contact: person@company.com

Project Budget: $80,000 - $100,000

Goal for Launch: July 1

## **Intro/Summary**

In a single paragraph, why are you issuing this RFP? Is this a redesign or an update? Let vendors know what you are looking for so they can see if your needs match their skills. For example:

[Our company] is a medium-sized business founded in Philadelphia in 1995. [Our company] provides software for interior designers so they can streamline their entire businesses from anywhere in the world.

The goal of this RFP is to find a partner to redesign our website at [www.website.org](http://www.website.org) in order to better convey our mission and communicate the value of our software in a way that connects with our target audience.

## **Context**

Explain how this project fits into the entire organization's workflows and goals.

Our current website was built in 2008 and does not adequately portray the work we do on a daily basis. Our website is integral in informing our audience about the software that we offer through our blog, gated content, and evergreen web copy. We haven’t gotten as many leads or customers as we would have liked to within the past few years, and we have received consistent feedback from our current and prospective customers that our website is difficult to navigate.

## **Prioritized Goals**

What business goals do you want this website to influence? Focus on your desired outcomes from this project, not functionality.

This new website should support the following goals:

* Drive $250,000 in sales by December 31, 2020
* Increase leads to 350 (up from the current 280) by December 31, 2020
* Increase site visits by 20% (1,500/month to 1,800 per month) by December 31, 2020

## **Project Team**

Include the names and titles of all people who will be involved in this project, specifically whose approval will be needed at each step. This helps the agency draft an appropriate communication plan for the project that will make everyone's job easier.

**Maria Margaret Crandell, *Marketing Director***

Maria Margaret will manage the internal team and serve as the point person for the selected vendor. She is responsible for the success of this project.

**John Paul Heatherly, *Founder/President***

John Paul will be informed throughout the project and will approve key deliverables (IA, Designs, Launch).

**Zelie Peters, *Creative Director***

Zelie will provide design direction and insight into our style guide. She will approve all designs.

**Elizabeth Martin, *Development Director***

Elizabeth will be consulted throughout the project on how the web experience will impact development.

## **Users**

Who are you trying to reach with your website? Describe them. Include their demographic information as well as the problems they are currently facing. Explain how visiting your website should be the solution.

Interior Designers

We work with interior designers nationwide. They typically range from ages 25 to 35. They are looking for a way to save time and money and put their focus on what matters most: designing for their clients. One visit to our website should provide them with all the information they need to make an informed decision to purchase our software.

Interior designers visit our website to learn more about who we are, find more information about our software, decide if they would like to do our free trial, and ultimately choose to make a purchase.

Assistants

Assistants between the ages of 25 and 35 generally find our website when looking for a solution to save their design firms time and money. The website should encourage them and provide any information they might need to present our software as the perfect solution for their design firms.

## **RFP Timeline**

Use this section to tell agencies when they need to send you their responses. Include when they will hear back from you if they are a finalist as well as the timing for follow-up meetings. Finally, let everyone know when you expect to make a decision.

RFP Issue Date: Nov. 1

Request for Extensions due: Nov. 16

Responses Due: Nov. 20

Finalists Selected & Contacted: Nov. 27

Finalists Presentations/Discussions: Dec. 1 - 7

Winner Selected & Contacted: Dec. 10

Project Kickoff: Dec. 15

## **Project Timeline/Launch**

Let everyone know at the beginning when you want the project to be complete and if there's something that is driving that date.

The new website must be live by **July 1**. Our annual stakeholders meeting is held on July 8, where we will be unveiling our new website.

**Budget**

How much are you able to spend on this project?

Our budget is $80,000 - $100,000.

While we prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered based on the value they provide.

All invoices for this project must be billed before June 30.

## **Existing Website Info**

Use this section to explain what elements are working as well as your biggest pain points.

Our current website is almost a decade old and does not reflect the value of our software or our highly regarded customer service.

We struggle to have our site rank for relevant search terms, which makes it difficult to expand our client base.

We publish new blog content to the site each week, but it is difficult to find on search engines and we don’t know if this content is being read or helping advance our business objectives.

The site is built on a proprietary CMS that requires a monthly license.

The one thing we like about the site is the content. The interior design interviews, testimonials, and videos do a great job of showcasing the benefits of our software.

## Functionality Requirements & Services

Detail all the functionality that you will need for your new website. Be as specific as possible. This list can include what the website should do as well as key content types.

**Our new website will require:**

* Responsive layout
* Events calendar with registration system
* Online store
* Google Tag Manager integration
* Advanced SEO setup
* Interactive map of office locations
* Ability to edit key pages through an open-source content management system (Wordpress is preferred)
* Website hosting
* Login area for gold package members
* Ongoing technical support
* Newsletter registration
* Social integration (sharing pages, embedded social feeds)
* Contact form
* Blog

**Optional items:**

* Content entry
* New photography

## **Integrations/Technology Requirements**

List out and detail any functionality that is essential to the success of this project.

The new site will need to integrate with the following existing systems:

* MailChimp (for newsletter signups)
* Google Tag Manager

## **Proposal Requirements**

Ask your potential vendors everything you need to know in order to make an informed decision. The more specific your questions are, the easier it will be for you to compare vendors' answers when you start getting responses.

**Please include the following in your proposal response:**

* Company description
* Project process overview
* Recommended approach of how you will meet our goals
* Proposed timeline
* Team bios
* Three recent relevant project samples
* Three client references
* Line-item pricing
* Terms and conditions

## **Competitive Set**

List the competitors that you lose business to. Agencies can compare your positioning and investigate how they address similar obstacles. This provides information on how your new website can stand out.

1. www.competitor1.com
2. www.competitor2.com
3. www.competitor3.com (not a direct competitor, per se, but still is in the decision set of our users)

## **Comparables**

List any websites that can provide inspiration and/or examples of innovative ways that other companies are accomplishing similar issues. The websites don’t have to be within your industry.

1. [http://www.inspiration1.org/](http://www.doctorswithoutborders.org/) - This site is very effective in showing the benefits of their software
2. [https://inspiration2.com/](https://morethanacostume.com/) - This site does a great job of showing how much time and money interior designers will save by purchasing their software
3. [https://inspiration3.org/](https://handup.org/) - The design of this website is very elegant, and their copy is extremely relatable

## **Style Guide**

If your company has an established web style guide, include it here to put parameters around the design process.

All designs should adhere to the attached style guide.

## **Marketing Materials**

Include any print, video, or other materials that you plan to continue using to ensure the website carries over a consistent look.

Please see the attached copies of our latest emails, ads, and other marketing collateral.