**REQUEST FOR PROPOSAL**

For the new [www.mycompanyurl.com](http://www.mycompanyurl.com)

Company Name

Contact Name for Proposal

Contact Information

Date of Issuance

A Note:

*To follow is a suggested template to write a website RFP for your company. For the best results, it is important that you communicate clearly with the agencies you are inviting to respond. Remember, they don’t have a crystal ball to give them divine insight into what your company needs most; it’s up to you to share that information.*

*Typically any RFP process has a question and answer round. Try and eliminate the need for such a round by telling respondents EVERYTHING they need to know in the first place. Keep in mind that responding to your RFP is a time consuming process from the standpoint of an agency, so make it as simple and convenient as possible to respond. The busiest agencies will often pass on responding if the process is too time-consuming or difficult to share their story and ideas with you.*

*The table on the following pages can be completed and used to communicate everything you need to convey to prospective website design agency partners. The template is interspersed with instructions in italics. Once you’ve built in the unique parts for your company, be sure to delete everything in italics.*

*We sincerely hope that this RFP template helps you to more confidently organize your process!*

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| **Project Description** |
| **Executive Summary**  *In plain English, spell out what you are doing in this RFP. Don’t leave agencies guessing about your intentions/desires. Give them what they need to know in order to decide if they are a good fit for your project and to then be able to scope it if they are. Don’t get lost in formality.*  EX: MY COMPANY (MC) is running a Request for Proposal (RFP) process to identify a digital partner to plan, execute and deploy a complete website redesign for MC. MC is looking for a digital agency who can demonstrate expertise in working with companies like ours and delivering successful site projects. |
| **Our Current State**  Our audiences are:  Our consumer/customers expect this from us:  Our challenges with the current site are:  We need our site to support our business in these ways: |
| **For us, we define a new website to be successful if it:**  *Define your goals for the new website in measurable terms if at all possible; i.e., supporting lead generation, ecommerce sales goals, industry recognition. Bullet point your items to show clear, measurable goals.*   * EX: Gathers high-quality leads * EX: Tells our story in an engaging way |
| **MY Company’s Background**  *Provide a little background of your company. We recommend that you make sure to give out the following information:*   * *Company size* * *Geographic scope* * *Mission and vision* * *Brand perimeters/restrictions* * *Company culture*   *This is a great space to give a thorough overview of your company, which will significantly help website design agencies design a website that is true to your brand. Don’t skimp the details here.* |
| **Your Contact at My Company**  The contact for MC is:  Name, title  Email address here  Any additional contact information you prefer to list  *Take the opportunity at this stage to discuss the contact method you prefer. If you do want to field phone calls, state so here. If you want to disqualify an agency for calling their first cousin’s brother-in-law who works in operations at your company, state that here.* |
| **Detailed Timeline**  Questions may be submitted to MC until XX/XX/XXXX.  Answers will be returned on or before XX/XX/XXXX.  **Submit your completed response/proposal electronically by close of business**  **XX/XX/XXXX.**  We’ll review and notify agencies that they are finalists by XX-XX-XXXX  We expect to select an agency by XX-XX-XXXX  *Pet Peeve:*  *You are sending these to DIGITAL agencies; please don’t request responses in hard copy. Sigh.* |
| **Budget Information**  *It is best for all parties to provide budget guidance here. You may be inviting an agency that won’t touch a project in your price range, while another agency may think that your budget is high for what you want (and it does happen.)*  *It might be that you don’t have a detailed budget figured out for the project. If this is the case, simply share what you know by giving estimated ranges. This allows prospective agencies to cater their response. They may believe that your budget is right on the money and respond accordingly. They may believe that your budget is too low; in which case, they may suggest phasing across a couple of fiscal years. Because there is two ways to go about this – an agency can scope the project and tell you it costs Y. OR they can take your budget of X and tell you how far that will take you as a brand.*  *Communicating clearly about your budget will avoid a lot of unnecessary follow up questions that cause headaches and slow your project down.* |
| **Terms and Conditions**  *If you have a legal team that will demand certain provisions of an agency vendor, put them here. If you think that more standard terms apply, please delete this section.*  Examples include:   * My Company must own or have full access to and have the right to customize site code * You must disclose potential conflicts of interest |
| **Technology**  *Describe your technology environment – all of the tools currently employed on your current site any backend system integration requirements, and any perimeter information you feel necessary for an agency to know. Also include in this section:*  Technologically, this is what we want to keep:  Technologically, this is what we never want to deal with again:  Technology that we are interested in exploring: |
| **Required Functionalities**  List these out – and be sure to include any specific functionality that is related:   * *Easier to use than the current* * *Better organized information* * *Content management system* * *Is there a blog?* * *Integration points – candidate management, financial reporting, intranet* * *Etc.* |
| **Content Management**  This is how we will manage content once the site is live:  *EX: we expect an easy to use CMS, or we desire a maintenance retainer for an agency to continue to update information.* |
| **Site Content**  *What users really care about is content and content is comprised of the WORDS and the visuals. Describe your company’s thinking here. You should also address the following in this section:*   * *Will you provide the insight into content and raw information and then expect the agency to write it all?* * *Can you provide content for the agency to polish and edit for voice and tone?* * *Do you have photographic assets available or will a photo shoot be required?* * *Do you have video?* |
| **Our Wish List**  Our non-essential wish list includes:  We’ve thought about our site including:  We loved how this site does \_\_\_\_\_\_.  How can we provide a more personalized experience for a shopper  **Mobile**  *How do you want to address mobility? Do you already know you want a responsively designed site or do you think that a separate site would be better? Why do you hold these opinions? Have you dabbled in apps?* |
| **RESPONSE FORMAT**  *This is always a challenge. A brand needs to be able to compare responses from responding agencies so that drives consistency of format. However, you can rein an agency in too much and make it hard for them to fully express what makes them unique to you. So, there needs to be a balance. We recommend that you something like this:*  Please respond within this format:   1. **Executive Summary** – please summarize your approach into a one-page description for sharing with select company representatives. 2. **Your approach** – describe your approach to our project that includes your process and a step-by-step discussion of what activities and deliverables you are including. 3. **Technology** – list all technologies recommended with supporting discussion 4. **Content** – include assumption and recommendations 5. **Project management** – how to you manage project? What is day-to-day communications like? 6. **Budgets and timeline** 7. **Company background** 8. **Staff descriptions/bios** 9. **Case studies** 10. **Other addendums as desired** |