

An illustration of a workspace. On the left, a dark blue laptop is shown from a low angle, with its keyboard visible. The screen displays the word 'elel' in a white, cursive font. To the right of the laptop, a light green document with several white horizontal lines representing text is placed on a surface. A green folder or tab is visible on the right edge of the document. The background is a dark blue gradient. In the top right corner, the word 'open' is written in a white, lowercase, sans-serif font.

open

Request for proposal

Website for _____

Issued By: _____

push your potential.

Web Design Brief

Introduction

(Your Company) _____ is accepting proposals in response to this Request for Proposal in order to find a qualified source to provide web design and development services.

The objective of this Request for Proposal is to locate a source that will provide the best overall value to the (Your Company) _____ While price is a significant factor, other criteria will also form the basis of the award decision, as more fully described below.

Introduction to the Company

Describe general information about your company.

Company's unique selling point

Outline what makes you different from your competitors and your USP

List your main competitors



Submission requirements

The following submission guidelines & requirements apply to this Request for Proposal:

Agencies intent on submitting a proposal should notify the representative no later than (Date) _____

Proposals must be received prior to (Date) _____

Your primary contact for submission is:

(Name) _____ (Email) _____

Any queries or requests for additional information, regarding this RFP must be submitted to

(Name) _____ (Email) _____

no later than (Date) _____

Budget

The maximum budget for this project is

(Budget) _____

Timeline

It's good to mention if you're working towards a hard target go live for the project.

Target go live is week commencing (Date) _____

Web Design Brief for the Company

Goals and KPIs for your website

Here's where you can outline the main goals of the website for your business. For example:

Improve the quality of content on the website making it a good source of information for all users.

Fulfil the online requirements of our website's user personas by improving the User experience of the website.

Increase the interaction with the website.

Increase conversions rates on the calls to action throughout the site (book now, add to cart, read more, learn more, download a brochure, submit).

Optimise the performance of the website across browsers and devices.

List any other requirements or goals you wish for the new website.

Brand Guidelines

Brief overview of company guidelines if you have it

Target Audience

Brief overview of 2 or 3 user profiles your business would like to target online

Functional requirements

Chatbot integration

Contact forms

eCommerce / shop functionality

Blog / news

Booking engine integration

CRM integration

Events calendar

Newsletter integration

Ability to add rich media to the site

Advanced search and filter

Other:

Content Management System

What is your preferred CMS if you have a preference?

Wordpress

Webflow

Wordpress + Woocommerce

Headless CMS

Shopify

Contentful

Search engine optimisation

It would be a good idea to ask the agency what activities they would suggest to prevent a loss in rankings in the search engines when changing to the new website. The new website should be built in an SEO friendly manner.

Hosting

Outline who your current hosting provider is and whether you are willing to move hosting provider if the agency deems it necessary.

Maintenance and support post go live

Ideally you should request a period of maintenance and support to be included as part of the project contract whereby the chosen agency will fix any post go live bugs that may occur and provide phone and email support. 1 to 3 months would be the usual timeframe.

Training

Post go-live you should be able to manage content updates on the new website and will require a training session with the chosen agency as well as resources to refer to once the training is complete.

Google analytics

State that if your website currently has analytics running that you want the new website to use the same analytics account so that you can monitor the transition and see past and all future data. If you have no tracking then a new account should be setup and tracking added to the website.

Additional potential services to provide costs & descriptions for:

Outline if there were any additional services that you might require for the project. For example:

Copywriting and content development

Photography & Videography

Ongoing support and maintenance for the website to ensure WP and plugins are kept up to date. As well as phone and email support.

Branding

Social media marketing

PPC Adwords

Youtube promotions

Other:

Overview of proposal requirements

General information

Here's where you request general information about the agency.
For example:

How long the company has been in business

An overview of the team you'll be engaging throughout the project

Whether or not there'll be a designated Project Manager /
Account Manager who would be the single point contact for
handling the project.

(Name) _____ (Email) _____

An outline of the process that'll be followed for the project

Other:



Ready to push your potential?
We would love to chat about
your upcoming website project.

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