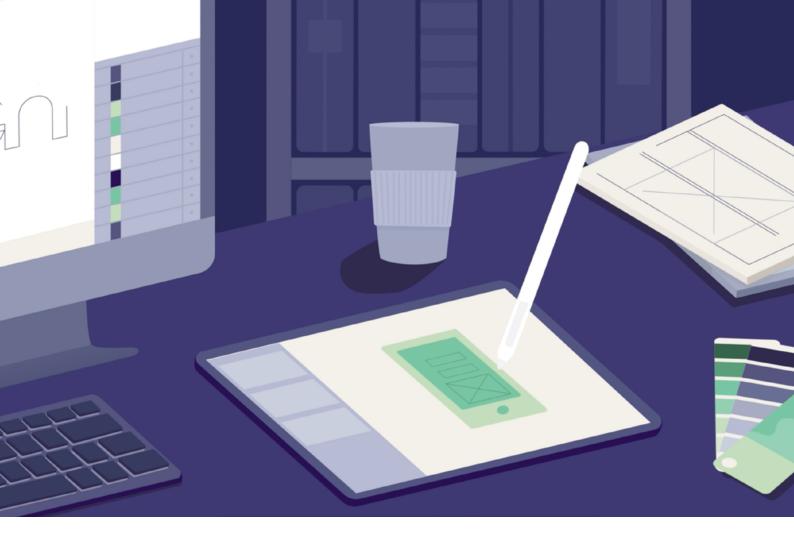


push your potential.

### 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

**Budget** 

**Timeline** 

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

Agencies intent on submitting a pro no later than (Date)	posal should notify the representative	
Proposals must be received prior to (Date)		
Your primary contact for submission (Name)		
Any queries or requests for additional must be submitted to (Name)	-	
no later than (Date)		
The maximum budget for this project is (Budget)		
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 + Woocomerece 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

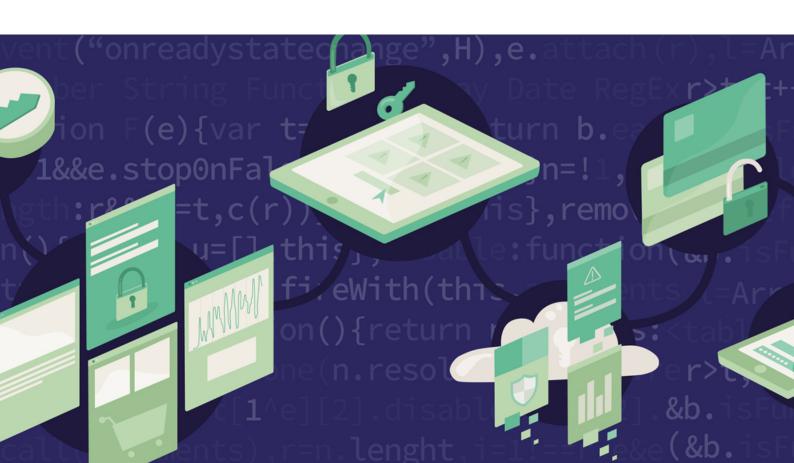
An overview of the team you'll be engaging throughout the project

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

(Name)	/E ::\
(Nama)	(Email)
UNGILIE!	(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.

info@weareopen.ie +353 01 685 3550



