



About This RFP Template

It's important to include the correct sections in your website RFP to ensure the agencies responding are giving you all the information you need. The RFP should be unique to your organization and you should share information in a way that you're comfortable with. Below are the sections you should consider for your website RFP. Feel free to copy and paste right into a Word doc.

Project Overview

State the purpose of the project. What led you to this point that you need a redesign? Be sure to include the URL for the site (or sites) included in your project.

Organization Overview

Give a quick history of your organization or business, but keep it short. Provide information that will give the agency an idea of what you stand for and how they can use the information to build you a better website.

Your Website's Audience

Give an overview of who you feel is coming to your site today and who you'd like to come to your site in the future.

New Website Objectives

List the goals, objectives, and KPIs for the new site. Also, list what metrics you're currently tracking and which you'd like to track on the new site.

Current Website

Talk about the current condition of your website. List the things you'd like to improve and what kind of feedback your users have given you about your website.



New Website Requirements

Give an overview of what needs to be included on the new site. Things like mobile responsiveness, better design, improved navigation and anything else that is relevant.

Functionality

Give an overview of what functionality you currently have and then list out all the functionality or coding your new site will need. Here you might include things like online forms, single sign-on, custom applications and/or personalization.

Budget Details

If you can at least provide a budget range for your project. It tells the bidding agency if this project is right for them and also gives them a chance to tell you what they can do for your budget.

RFP and Project Timeline

Provide the agency the timing for when RFPs are due, when questions about the RFP are due, when presentations might happen, and then when you plan to make a decision. Also, any dates you might have in mind for when the project will start and end are always helpful.

Proposal Requirements

Provide a list of all the things the agency should be sure to include in their proposal like a company overview, relevant experience, references and more.

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Gulo Solutions is a digital agency in Chicago. Experts in user experience, web design, SEO and conversion optimization. We make websites better.

info@gulosolutions.com