

(insert name of company here)

## Request For Proposal

January 1, 2003

**NOTE:** Of course Cactus Juice would like to be your web and database agency of choice but no matter who you chose we hope you find this template helpful.

### **Overview**

Give your reader a short background on your organization and why it needs a new web site. What is wrong with the existing site? What is the current and/or proposed URL? What business and marketing goals need to be met in the new site? Who is the target audience(s) for the new site? How many agencies are you sending you RFP to?

### **Timeframe**

State the planned hire date for your web/database developer. When would you like the project to start and end?

### **Target Audience**

Make an ordered list (1 being most important, then descending in order) of the types of visitors that you anticipate for this site. Provide any details or statistics that you know of for the most important user group.

### **Objectives**

Include a numbered list of your top 5 business and marketing goals that the new site should accomplish.

### **Hardware, Software, and Hosting Considerations**

Where will the new site be hosted? What kind of server will the site reside on? Are there any existing databases that will remain in the new site? What kind of databases are these and how are they hosted currently? What kind of software and third-party technology will the new site use (for searching, for connecting to databases, for ecommerce, for backend site management, etc.). ? Are there any other hardware and software issues which may affect this project?

### **Content**

Create a wish list of content and features that the new site should accommodate. This wish list will make up basis of the site's architecture and help determine the flow and arrangement of content in your web site. There are no "bad" ideas so list them all.

### **Look and Feel**

Include a short paragraph that describes the look and feel you have in mind. Use a lot of adjectives that describe the feel of the site.

**Special Requirements**

Phased approach? If the project is large, you may consider a multi-step rollout. If so, which parts should go live first? Which can be added in the second or subsequent phases?

Maintenance? Who will maintain the site? How do you, the client, intend to handle site updates on your own?

Content creation? Where is the content coming from? Does the content already exist or will you, the client, prepare it in a timely manner. Is there any content that the agency needs to create like banner ads, Flash intros, diagrams, or other media?

**Example Sites**

It is often helpful to provide a list of URLs of example sites that demonstrate one thing or another. For example, a list of competitor or industry related web sites. Also, it is good to include a list of web sites that you like either for their look and feel or for some feature or function you would like to have.

**References**

Find out what team the agency will assign to this project and ask for examples of their work. Unlike Cactus Juice, many web design companies assign junior people to your project and charge you senior rates. Also, many other agencies subcontract the design and development of your project without your knowledge. If the subcontractor goes out-of-business, the agency could lose the assets developed to date.

**Budget**

We recommend you give some sort of top end as to what you are willing to spend on the project. This allows an agency to adjust its team, timeline, and resources accordingly. Also, it will allow us to tell you if what you are proposing is feasible for the budget you are on.

**Proposal Deadline**

Tell the reader when their proposal is due back to you and in what form. Should they email it or mail it? To whom? To where?

**Questions**

Each project is different. Include a list of any special questions that you would like to see addressed by an agency's proposal. For example: "can you make the site work with our bank for secure credit card processing?" "How will you help us load our existing product information into a database?"