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# WEB DESIGN

RFP TEMPLATE

587-387-2323

114 61 AVE, Calagary, AB T2H 0B2

# Item 1:
# Statement of Purpose

The statement of purpose is exactly what its name denotes — a statement about the purpose of your request. The statement should be a fairly general and broad, three-paragraph overview of your company, the services that you're interested in, and the goals you want to accomplish. Make sure that your paragraphs are short — no more than four sentences.

When you're talking about your company's background, there are a few things that you should be sure to include. Here is a list of options, though your statement doesn't have to include them all (unless it has an asterisk).

- Company name*
- Why you're requesting a proposal*
- The current state of your online advertising campaign (existing or non-existing?)*
- Products/services that you're interested in*
- Overview of your contract
- Timeframe for your online advertising campaign
- List of other agencies you're currently contacting
- How you'll decide on an agency
- The date of which you'll choose an agency
- Point of contact for replies*

*** Denotes essential information**

In your statement of purpose, you need to include the services that you're interested in. These services can include the following:

- Website design
- Website redesign
- Business blog design
- Social media design
- Landing page design
- Custom infographic design
- Email marketing
- Website copywriting
- Email template design
- Website usability analysis
- 508 compliance design
- Website focus groups
- Responsive design
- Database integration
- Ecommerce functionality

Finally, you'll want to discuss the goals your company wants to accomplish with online advertising. These could include:

- Increase site traffic by a specific percentage
- Increase conversion rates by a specific percentage
- Start and maintain a blog
- Improve online reputation
- Increase brand awareness
- Create/redesign a company logo
- Learn more Internet marketing methods
- The number of pages you desire on your website
- The style of your design
- A specific color scheme
- CMS

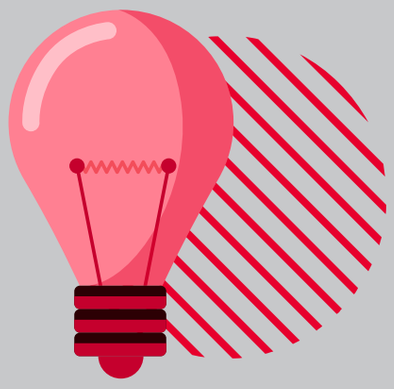
## Item 2:
# Company Information

In this section, you'll want to give information that tells an agency the important qualities of your business. You'll especially want to include information that will dictate specific online advertising strategies. These qualities can include:

- The products and services that you offer*
- Past experience with web design firms
- Annual company-wide goals*
  - How web design fits into those goals
- Reliable sources in your industry and / or popular industry players*
- Related industries
- Your competitors
- Concerns you have about web design
- Time in business
- History of your company
- Mission statement
- Values of your company

This information is crucial to any agency that you contact so that they can get a better idea of your business and industry as a whole. Some industries are extremely detailed and carry many nuances. If you have an industry like this, it's especially important for you to provide as much information as possible in this section.
When you do, it allows the agency you choose to be prepared to work on your website, and gives them an idea of how to go about your initial first wireframe

## Item 3:
# Work to be done



The “work to be done” section includes the duties that you expect your web design firm to perform once the contract has been signed and started. This part is crucial, because it will give the agency a good idea of the expectations that you have for them. It will also help to eliminate any shortcomings and help the initial design phase to go as quickly as possible.

Here are some things that you could include:

- Daily expectations
  Ex: New elements added to site
  Ex: New graphic ideas implemented
- Weekly expectations
  Ex: One page design wireframe finished per week
- Monthly expectations
  Ex: Traffic increase
  Ex: Increased brand awareness
- Yearly expectations
  Ex: Increase in conversions

## Item 4:
# Reporting expectations

One of the most important things an agency can provide you with is the results that are driven through their work.

That’s why it’s necessary to provide reporting expectations so that the firm you hire knows exactly what you expect from them in terms of communication, the kind of reporting you expect, and how often.

You should also let them know how you plan on tracking their success.

This is also the area that you’ll put your telephone number, email address, potential face-to-face meetup locations.

## Item 5:
# Budget and Incentives

This section is all about telling the agency your terms of payment, your budget, potential bonuses, and other incentives for their superior work or results. You may choose to include incentives like:

- Additional pay
- Rewards for the company as a whole
  - Ex: Company-wide lunch
  - Ex: Free merchandise
- Contract expansion
- Contract renewal

## Item 6:
# Terms of Contract

You should always include the terms of your contract so that everyone involved is on the same page. You should always specify the following points about your contract:

- Tentative start date*
- Tentative end date*
- Reserved rights (contract change, termination, etc.)
- Non-disclosure agreements Renewal*
- Causes for renewal*
- Termination
- Causes for termination

In addition to these elements, you should also include contracting forms, certifications, and other assurances that prospective agencies can complete and return to you.
It's also important to remember that a fantastic, effective digital marketing campaign doesn't happen overnight, so be sure that the length of your contract is realistic.

*** Denotes essential information**

## Item 7:
# Remaining questions

This is the area of your RFP that you can ask any questions that you didn't cover in the previous sections. This is a great opportunity to ask neutral, non-leading questions that can help you narrow your online advertising search, such as:

- How many years have you worked in web design?
- How many web designs have you completed?
- Can I contact your previous clients?
- Do you have any experience creating website for clients within my industry?
- How long do your web designs typically take?

These questions are to help you understand whether or not the agency would be a good fit for you. They can also give you a better idea of the agency's organization and how they operate.

## Item 8:
# Decision points

This is a good place to explain how your company will decide who gets online advertising campaign. You should include the most critical elements of your decision. They may include things like:

**Price** **Experience** **Client Satisfaction** **Portfolio**

## Item 9:
# Decision schedule

Your decision schedule should outline the timeframe for which you will evaluate potential agencies with a clear end-date that they can expect to hear back from you. The items can be fairly general, or day-to-day specific. However, it's very important to ensure that you have an exact end date. You can include information like:

- Dates of RFP release
- Deadlines for replies
- Dates of consideration
- Dates of decision
- Dates of contact
- Dates of contract negotiation

## Item 10:
# Points of Contact

One of the best ways to close your RFP is to provide points of contact. This makes it extremely easy for potential web design agencies to locate the information, and it's all in one place. You can get as in-depth as you'd like with the contact info here. You can include things like:

- CEO name, email and / or phone number
- CFO name, email and / or phone number
- CIO name, email and / or phone number
- COO name, email and / or phone number
- HR manager name, email, and / or phone number
- SEO manager name, email, and / or phone number
- Web design manager name, email, and / or phone number
- Accountant name, email, and / or phone number
- Catchall contact name, email, and / or phone number

# Item 11:
# Requirements for reply

You should instruct all of your potential web design agencies on how to properly format replies to your company.

You'll probably field many replies — using a universal format that keeps them organized and easy to read. One of the best formats to use is one that's similar to your RFP, such as:

- Agency introduction
- Years in business
- Amount of growth since start
- List of web design services and prices
- Major members of the company
- Direct contact
- Sample of web design work
- Potential obstacles
- Contacts for finalizing contract

After you complete all of the items, check your RFP to make sure everything says what you want, and reads the way you want it to. You can then send it to your prospects, and wait for your replies!

## Need an expert's advice?
### Contact Us:

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114 61 AVE.
Calagary AB T2H 0B2

info@marvelmarketing.ca

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