

Website [redesign] for [Company Name]

Issued [date] · Questions due [date] · Proposals due [date]

1 · ABOUT [COMPANY NAME]

Two or three sentences: what you make or do, who buys it, and how they find you today.

e.g. We distribute commercial boilers and burner parts to mechanical contractors across Texas. Most new business comes from referrals and repeat accounts. 32 employees, two locations.

Current website	[www.example.com]
Last redesigned	[year]
Primary contact for this RFP	[name, title, direct email]

2 · WHY THIS PROJECT, WHY NOW

The problem in one or two sentences. Be blunt, this is the sentence every proposal should be answering.

e.g. The site does not reflect the size of company we are, and buyers who compare us against competitors online have no reason to pick us. RFQs from the site are rare.

What success looks like 12 months after launch. Pick one or two, not five:

- More quote requests from companies that do not already know us
- Show up when buyers search, and when they compare suppliers with AI tools
- Credibility with larger accounts *(the site stops losing deals the sales team started)*
- Support for dealers / distributors / reps *(if that is your channel)*
- Recruiting: candidates check the site before they apply

3 · SCOPE OF WORK

New build or redesign	[redesign of existing site / new site]
Pages today, roughly	[count]
Pages expected	[count, or 'propose it']

Pages and features that must exist. Delete what does not apply, add what is missing:

- Homepage that says what we do, for whom, in the first screen
- Capabilities / services pages *(one per capability, not one combined page)*
- Products, catalog, or line card *[roughly how many products, and where the data lives]*
- Request-a-quote page with file upload *(drawings, specs, part lists)*
- About, certifications, careers
- A CMS our own team can edit without a developer
- Integrations *[CRM, ERP, email platform, other]*

Content: who writes the copy, and what photography exists?

e.g. We expect the agency to write or heavily rewrite the copy from interviews with us. We have professional photos of the facility from 2023, nothing of the team.

4 · TECHNICAL AND SEO REQUIREMENTS

Requirements we will hold the winning proposal to. A redesign that loses the search rankings the current site has is a failed project, whatever it looks like. Every proposal must state, specifically, how it handles the four items below. A proposal that does not mention redirects is a warning sign.

• A full URL inventory of the current site before anything is removed	
• A one-to-one 301 redirect map from every old URL to its new equivalent	
• A baseline of current rankings and Search Console data before launch	
• Post-launch monitoring for at least 60 days, with the redirect map as the first place to look if traffic drops	
CMS preference, if any	[e.g. open, or 'currently on WordPress']
Must-keep integrations	[analytics, CRM forms, chat, other]
Accessibility target	[e.g. WCAG 2.1 AA]

5 · BUDGET AND TIMELINE

State a range. A stated range gets you proposals scoped to reality; leaving it blank gets you guesses at both ends.

Budget range	[e.g. \$15,000 to \$40,000]
Target launch	[month, year]
Hard deadline, if one exists	[e.g. trade show in March, or 'none']

6 · WHAT YOUR PROPOSAL MUST INCLUDE

- Two or three relevant projects for companies like ours, with links, and what changed for that client after launch
 - The team who would actually do the work (*names and roles, not the agency's founders page*)
 - Your process, week by week, with the milestones we approve
 - Your answer to Section 4, specifically
 - Itemized pricing: design, build, content, SEO migration, and anything recurring
 - Post-launch support: what it costs and who does it
 - Two client references we may contact
- Keep it under 15 pages. A proposal that answers this document specifically beats a longer one that could have been sent to anyone.

7 · HOW WE WILL CHOOSE

CRITERION	WEIGHT
Relevant work for companies like ours, shown not claimed	25%
Process, including the SEO migration plan (Section 4)	25%
Specificity of the proposal against this document	20%
Price against the scope, itemized	15%
Post-launch support and who does the work	15%

8 · PROCESS AND DATES

RFP issued	[date]
Vendor questions due	[date]
Answers shared with all vendors	[date]
Proposals due	[date]
Shortlist calls	[week of]
Decision	[date]

Submit proposals as a PDF to [name] at [email]. Questions to the same address; answers go to every vendor who received this document.