

# WEB SITE DESIGN AND HOSTING

## Sample Request for Proposal

**Note that the project described here is for illustration purposes only, and this RFP Template should not be used verbatim. At minimum, items in GREEN require your editing.**

YOUR COMPANY  
REQUEST FOR PROPOSAL  
WEB SITE DESIGN, DEVELOPMENT & HOSTING  
MAY 2, 2008

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## **1. SUMMARY**

**YOUR COMPANY** is accepting proposals to design, develop and potentially host the **YOUR COMPANY** web site. Proposals for “concept to completion” are sought.

An outsourced hosting solution is not required, and your proposal may, but is not required to, include a hosting solution.

The purpose of this RFP is to create a competitive bidding process for the project a fair evaluation process for all vendor candidates. This RFP describes the evaluation criteria against which responding vendors will be judged.

The existing **YOUR COMPANY** web site was originally designed and produced in **2001** and modified slightly in **2003** (see attached screen print). The site is presently maintained with in-house resources.

## **2. PROPOSAL GUIDELINES AND REQUIREMENTS**

This RFP is part of an open and competitive process, and all respondents must strictly adhere to all guidelines and requirements set forth herein.

Proposals received after 12:00pm/noon CST, **Wednesday, June 4, 2008**, will not be considered and will be returned unopened.

Your proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

If you wish to submit relevant, alternative solutions, please do so.

The price you quote should be all-inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees and related products and services.

If the execution of work to be performed by you will require the hiring of one or more subcontractors, you must clearly state this in your proposal. All subcontractors must be identified and the work they will perform must be clearly defined.

In your proposal please provide the name, address, and EIN of all subcontractors you anticipate using. **YOUR COMPANY** will not refuse a proposal based upon your use of subcontractors, but we reserve the right to refuse services from any subcontractor you identify.

Provisions of this RFP and the contents of the winning proposal response may be included, in **YOUR COMPANY**'s sole discretion, in any resulting contracts between **YOUR COMPANY** and the successful bidder.

Your preparation of a response to this RFP is solely within your discretion and is voluntary. All expenses you incur to prepare a response to this RFP shall be borne by you, and your preparation expense shall not be reimbursable by **YOUR COMPANY** under any circumstances.

### **3. CONTRACT TERMS**

This RFP, including all supplements and any subsequent amendments, does not by itself obligate **YOUR COMPANY** to buy products or services from any respondent. **YOUR COMPANY** reserves the right to modify this RFP at any time and in its sole discretion. **YOUR COMPANY** reserves the right to withdraw this RFP in its entirety without any obligation to any RFP recipient.

The **YOUR COMPANY** will negotiate contract terms upon selection of the winning bidder. All contracts are subject to review by **YOUR COMPANY**'s legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

## 4. PURPOSE, DESCRIPTION AND OBJECTIVES

### Purpose

**YOUR COMPANY** currently has a web site that is somewhat outdated in appearance, structure and its presentation of content. An opportunity exists to re-engineer the site to better reflect the mission of **YOUR COMPANY** and to incorporate the latest web technology. Upon completion of the development of the site structure and core content, **YOUR COMPANY** shall assume full responsibility for future site content, maintenance and administration. All layouts, content, site-specific coding and graphics shall become the sole property of the **YOUR COMPANY**.

### Description

**YOUR COMPANY** wants to create a flexible, informative web site that is easy to maintain. We must develop a user-friendly site that can deliver large amounts of constantly changing information to our key audiences. In addition to designing a user-friendly site with an intuitive interface, we must also develop a web-based, database-driven administration tool that allows key management personnel easily to update content without directly accessing the site or its web application source code. Administration of web content must be based on roles to control access and work flow (e.g. author, reviewer/editor, publisher, etc.).

To be effective, **YOUR COMPANY's** web site must be:

- Visually pleasing
- Informative
- Easily and intuitively navigable
- Safe and secure
- Quick to load and operate
- WC3 compliant
- Easy to update and maintain

### Objective

**YOUR COMPANY's** primary Internet objective is to continue and extend its existing brand identity, awareness, and interest in the organization. The site

must showcase **YOUR COMPANY**'s products and the spirit of quality and innovation that defines the **YOUR COMPANY** brand.

#### Our Vision for the Site

- Maximize use of modern web-based technologies
- Build customer loyalty and enhance customer relationships
- Improve product delivery and service
- Provide focused web-based solutions
- Leverage human capital
- Increase market share

#### Specific Strategies

- Increase awareness of **YOUR COMPANY** and its products
- Serve current customers and develop new customers
- Strengthen image of corporate citizenship
- Attract qualified and diverse employees
- Improve business efficiencies
- Present comprehensive information and resources in an easy-to-use format
- Increase site promotion activities
- Integrate brand messaging
- Deliver a consistent corporate image

**YOUR COMPANY** desires to tell its story through the use of compelling visuals, intuitive navigation, and concise messaging.

#### Make it easy

Redesign the site to deliver intuitive navigation, an improved graphical user interface, and easy-to-find content organization.

#### Make it compelling

Develop tools to deliver timely, relevant answers to the breadth and depth of customer and user questions.

Make it happen

Reinforce **YOUR COMPANY**'s brand and market leadership and give current and prospective customers the incentive to take action.

## **5. TIMELINE**

- This RFP is dated **May 2, 2008**. Recipients may also request that an electronic copy of this RFP be sent via e-mail by contacting **Angel O'Mercy** at **aomercy@YOUR COMPANY.com**.
- Proposals are due no later than 12:00pm/noon PST, **Wednesday, June 4, 2008**.
- Proposals will be evaluated as they are received. During this evaluation phase, we may require interviews at our office with our evaluation team on or about **June 30, 2008**. You will be notified if we desire an in-person interview with you.
- The winning bidder, if any, will be contacted on or about **July 18, 2008**.
- Contract negotiations will begin immediately with the successful candidate and should conclude no later than **July 30, 2008**.
- All non-award respondents will be notified on or about **August 15, 2008**.
- The Planning Phase, to be described more fully in the contracts with the winning bidder, must be completed and delivered by **September 30, 2008**.

## **6. BUDGET**

Your response should provide several cost proposals to accomplish the scope of the project as outlined below, encompassing all design, coding, and production services, as well as any software acquisition(s) necessary for development and maintenance of the web site.

Hosting will be addressed separately and costs for hosting are not included in the budget for this project.

List pricing for:

- Phase I: Discovery, Requirements Planning & Site Definition
- Phase II: Site Development, Testing and Deployment

Hosting:

**YOUR COMPANY** has not yet made a decision to host on- or off-site. Discussions during the discovery phase and your input and advice will help us make a decision regarding hosting.

**YOUR COMPANY** has allocated \$25,000 for this project (Phase I and II). However, we will entertain responses for greater than \$25,000 if they show an incremental project plan. In all events, hosting costs will be addressed separately.

## **7. BACKGROUND OF ORGANIZATION**

The Company

**YOUR COMPANY** manufactures, sells and distributes a full line of kitchen and home appliances for U.S. and international markets. **YOUR COMPANY** has been in existence since 1951 and is recognized as an industry leader in the kitchen and home appliance marketplace.

Based on consumer surveys conducted in 2007, **YOUR COMPANY**'s existing and prospective customer demographics are as follows:

General:

- 48% male
- 52% female

- Make purchasing decision - 69% female
- Average age: 43

Age breakdown:

- Age 18-29 12.5%
- Age 30-54 31.3%
- Age 55-64 4.2%
- Age 65+ 3%
- Married: 74%
- Have children at home: 58%
- Average income: \$72,300

More than 64% of our customers and prospective customers spend five or more hours a week on the Internet for personal use.

More than 69% of our customers and prospective customers use the Internet for e-mail communication.

Just under 41% of our customers and prospective customers use the Internet for purchasing.

## **8. AUDIENCE**

Stakeholders and audience groups:

Primary: Current and prospective customers of YOUR COMPANY

Secondary: Consumer education participants interested in kitchen and home appliance safety, durability and energy efficiency

Tertiary: Interests in home design and architecture

## **9. SCOPE & GUIDELINES**

The scope of this project is to update the existing YOUR COMPANY web site.

**YOUR COMPANY**'s in-house marketing department will create and provide all of the content copy necessary for the site, as well as all original and stock photography and element-specific graphics (banners, logos, etc.). You must be equipped and competent to conduct all site planning, interface design and web application development required. The site must include a technology solution that allows **YOUR COMPANY**'s in-house staff to easily and cost-effectively update content and modify site design after the initial launch.

#### Discovery:

Establish and confirm site audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, all of which shall be distilled and incorporated into a "Creative Brief".

#### Design:

Establish and confirm web site information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

#### Development Guidelines:

The web site designed by the successful candidate shall meet the following criteria:

- Employs Content Management System - Permits non-technical **YOUR COMPANY** staff to instantly update web site content on specific pages.
- Easily Updated – Once the site has been completed and accepted by **YOUR COMPANY**, the site will be maintained by the **YOUR COMPANY** web editor using **Macromedia's Dreamweaver MX**.
- Existing Site Content - Substantial amounts of existing content shall be converted to new web site.
- Visually Appealing – The site must have an attractive mix of text and graphics.

- Common Theme – Each section of the site should have a common look and feel. The YOUR COMPANY logo must be prominently displayed on every page as a common header.
- Consistent Design – As stated above, each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.
- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.
- Navigation Template - Development of web pages to accommodate the proposed navigation scheme.
- Intellectual Property Rights – Includes all software and other information technology licenses necessary to maintain site internally or externally, as ultimately decided by YOUR COMPANY.
- Automated Job Posting Feature – Jobs are automatically posted and updated from YOUR COMPANY’s ERM suite.
- ListServ – Compatibility and integration with ListServ e-mail management.
- Intrasite Search - Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- Office and Facility Locator – Ability to locate YOUR COMPANY’s offices, distribution centers, and repair centers by zip code search.
- Site User Information - Gather e-mail, areas of interest and demographic information from site visitors in a format that permits YOUR COMPANY to maintain a single database of users and periodically e-mail each according to their areas of interest and profile. Provide training and all necessary support to permit easy use by a selected YOUR COMPANY staff person.

- Assignment of Intellectual Property Rights - Once the web site has been completed and accepted by **YOUR COMPANY**, the web site design and all of its contents, software and architecture shall become property of the **YOUR COMPANY**.

#### Site Specifications:

**YOUR COMPANY** encourages and welcomes creative responses to this RFP, but all proposals must satisfy and demonstrate compliance with the following minimum requirements.

- Site must be compatible with IE and Netscape browser versions 6.0 and higher.
- Web site must not require plug-ins as a default.
- The site should be developed to satisfy all federally-mandated access requirements adopted by the Federal Access Board under the Federal Rehabilitation Act and all rules and regulations promulgated thereunder.
- Site must be built in accordance to the Web Content Accessibility Guidelines 1.0, provided by the W3C and should also be easily accessible to the novice as well as the experienced Internet user.
- The web site must be designed with a balance of text and graphics such that each page loads in 8 seconds or less on the average computer (using a 56K modem).

#### Testing:

The web site shall be tested by you on all common browser platforms to ensure the web site works as intended across all common browser platforms. You must thoroughly explain your testing plan as part of the development process (e.g., focus groups, etc.).

Delivery:

Delivery and uploading of the web site to client for internal hosting, to an outside third party for hosting, or hosting by winning bidder (to be determined).

Tracking:

The new web site must implement modern tracking software to produce owner-defined site log reports. We need a tool to help us better understand and measure web visitor behavior and to improve web site performance and availability. (This may be offered through hosting service.) Tracking capabilities should include the following:

- Web traffic analysis
- Path analysis
- Visitor trends
- Page views
- Entry pages
- Top pages
- Exit pages
- Page length of stay
- Technical analysis: browsers and platforms

## **10. AVAILABLE TECHNOLOGY RESOURCES / INTEGRATION ISSUES**

- We will use much of our existing web content. New content will be identified through interviews and user focus groups.
- There are no existing databases that will need to be imported or connected to the new site.
- We do not have existing e-Commerce systems, web forums or other tools to which the new site should be connected. VeriSign will be used with our customer registration system.
- The site will link to our warranty registration program.

## **11. STAFF RESOURCES**

A successful planning effort is driven by an interdisciplinary team of participants. The core team will be driven by two roles:

Project Lead: Responsible for sign-off on key decisions, providing project steering and maintaining relationships with outside stakeholders (Association Staff Leadership Team, Board Members) – Ted Tophat

Project Manager: Responsible for keeping the project on schedule and within the budget. Maintains communication between other team members – Betty Boop.

Other team members and content stakeholders will include:

Steering Committee / Task Force    Content Committee

Member Advisory Team

## **12. VENDOR QUALIFICATIONS**

- List five web sites your firm has produced, and which are presently implemented, that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. Provide the URL for each site.
- Describe your experience in producing sites for manufacturers of consumer products.
- Provide current contact information for three former or current clients.
- Briefly describe your firm's organizational capacity to produce our web site (e.g. staff, equipment, software, physical space, office location, etc.).
- How many full-time employees does your firm have? Please include a copy of your firm's organizational chart.
- Provide a company profile, including length of time in business and core competencies.
- Briefly describe the percentage of your web staff that would work on this project relative to your entire staff (using full time equivalents). For example,

if you would use five staff on the project and you have ten web designers and developers, the percentage would be 50%.

- What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member who would be assigned to this project.
- Briefly describe your firm's project management process.
- Percent of total revenue derived from web site development versus other business ventures.
- Explain your business model.
- Describe and discuss any planned IPOs, mergers or acquisitions.
- Describe and discuss any hardware/software vendor partnerships.
- Describe and discuss your testing and support plan.
- Explain your service level agreement (SLA) structure.
- Describe your anticipated timeframe for completion of the project. A realistic timeframe for completion is requested and expected.
- Should you be awarded the project, discuss all contractual terms and conditions that you would require or prefer. Attach specimen contracts you would propose for a project of this nature.

### **13. EVALUATION CRITERIA**

**YOUR COMPANY** shall evaluate proposals based on the following criteria. The mandatory criteria that **MUST** be met and include:

Ten (10) hard copies of your proposal, and one electronic copy (.doc or .pdf) must be received no later than 12:00pm/noon CST, **Wednesday, June 4, 2008**.

Your proposal must include multiple cost scenarios as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals to the attention of:

Angel O'Mercy  
YOUR COMPANY  
1515 Paseo de Peralta  
Santa Fe, New Mexico 12345

Proposals that meet these mandatory requirements shall be evaluated based upon the following additional criteria:

- Suitability of the Proposal – The proposed solution meets the needs and criteria set forth in this RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the respondent.
- Depth and Breadth of Staff – The candidate firm has the appropriate staff necessary to develop the site within the required timeframe.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.
- Demonstrated commitment to high Service Level Agreements (SLAs).

## **14. FORMAT FOR PROPOSALS**

Please use the following guidelines to format your proposal:

Length and Font Size:

Please use fonts no smaller than 10 point. Maximum proposal length, including title page, cover letter, proposal, qualifications and budget scenarios should not exceed 35 pages (not including Hosting Attachment information).

Title Page:

**YOUR COMPANY**, Web Site Development Proposal, your company name, address, web site address, telephone number, fax number, e-mail address and primary contact person.

Cover Letter:

Signed by the person or persons authorized to sign on behalf of the company (1-2 pages).

Proposal:

Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch upon your ability to deliver the project in within the timeframe noted in Section 5 (3-10 pages).

Qualifications:

Provide the information requested in Section 12 (10-20 pages).

Budget and Fees:

List budget scenarios as requested above. Identify the staff you anticipate working on the project and their hourly rates for work that may be needed for Phase I and Phase II.

Attachments:

Hosting Options and Information:

Do you provide hosting? If so, please provide answers to the following questions.

- Describe your server and database specifications.
- How often do you backup?
- How often do you have down time?
- How often do you upgrade software/hardware?
- Describe your technical support.
- Describe your security infrastructure.
- Please describe your methodology and service level agreements.
- Describe your pricing options and discounts and hosting services terms and conditions. Attach relevant contracts.

If you do not provide hosting, please suggest a vendor/partner to provide this service and provide answers to the above questions.

<Insert existing screen shot here>

Screen shot of existing **YOUR COMPANY** Web Site ([www.YOUR COMPANY.com](http://www.YOURCOMPANY.com)):