REQUEST FOR PROPOSAL

Thank you for downloading our RFP form. This worksheet will help us, and you, gain a clearer insight as to the needs and goals of your website project. Your answers and comments will allow us to create a unique solution that’s right for you. Please provide detailed answers, and feel free to skip anything that doesn’t apply to you.

When you’re finished, please email this document to: [howdy@visualmoxie.com](mailto:howdy@visualmoxie.com). We’ll take a look at your RFP, and generated a project plan.

Intro

What is the name of the company/organization/entity that the website will focus on?

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Describe the nature and purpose of the company/organization/entity.

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When do you expect to start this project, and what is your ideal timeframe to completion?

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Is there an absolute deadline for this project?

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What is your allotted budget for this project?

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What Services Do You Need?

**Website Design & Development** (yes/no)?

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**Online Store / Ecommerce Solution (includes paid Classified Ad & Listing Websites)** (yes/no)?

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**Logo Design / Branding** (yes/no)?

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**Business Cards and/or Letterhead Design** (yes/no)?

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**Printed Marketing Materials – posters, postcards, tri-fold brochures, etc** (yes/no)?

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**Packaging Design** (yes/no)?

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**Copy Writing** (yes/no)?

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Website Objectives

What are your main reasons for commissioning a new website? Has anything specific prompted this decision?

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What are your main objectives for this website?   
examples: improve sales, purely networking, outdo a competitor, prompt customers to visit a physical store, etc

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What audiences, genres, and age groups would you like this website to appeal to?   
And is your business currently attracting the target audience?

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Promoting the Website

How interested in participating in Social Networking are you?   
examples: Twitter, Facebook, a Blog, etc

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Do you currently use any Social Networking sites? If so, please tell us which ones you actively use.  
examples: Twitter, Facebook, Pinterest, LinkedIn, Blog, etc

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In lieu of, or in addition to social network advertising, do you plan to pay to advertise the website? If so, please list the advertising methods you will use.   
examples: Google AdWords, other paid banner ads, radio or TV spots, etc

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Website Specifics

What specific features or functionality will be required for this site?   
examples: photo gallery, blog, multi-language, password-protected areas, event calendar, online store, any third-party integration, etc

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What overall style would you like to see on the new site? If you’re not sure, that’s ok.  
examples: sleek, modern, rustic, retro, apothecary, abstract, minimal, corporate, illustrated, clean, dark, pretty, etc

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Are there any websites you find especially appealing? If so, please list them, along with the aspects that you like about each one.

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Will this website be an online shop, either partially or in whole? If so, please describe the nature of the products that will be sold.

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Will you need copywriting or other content creation services?

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Your Existing Website

Do you have an existing website? If so, please provide the address/url.

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What aspects of your existing site do you like, and which do you dislike? And should any aspects of your existing site be carried over to the new site?

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Do you use a CMS (content management system)? If so, which one?  
examples: Joomla, WordPress, ExpressionEngine, etc

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Please list your online competitor websites, if applicable.

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Additional Comments

Please tell us anything else pertinent to your specific project needs.

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Proposal Requirements

Basis for award of contract:

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Proposal submission deadline:

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Anticipated design firm selection date:

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Person and address (or email address) to send our completed proposal to:

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