

Request for Proposal: Web Design & Development

Company Name: _____ Proposal Due Date: _____

Company Background:

Provide a brief overview of your company's mission, values, service location, core business activities and key products or services.

Website Link:

Include the URL to your company's primary website/eCommerce store.

Target Audience and Market Analysis:

Include audience demographics, behaviors, interests and other relevant data.

Primary Target Audience • • •	Secondary Target Audience • • •	Competition Landscape • • •
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Existing Website Performance Overview:

Highlight the achievements of your past web design efforts and identify the challenges from previous campaigns.

Successes • • •	Struggles • • •
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Project Overview:

Provide a high-level description of the web design project and its objectives.

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Project Goals:

Outline the specific goals and desired outcomes for the web design project. Frame them using the SMART (specific, measurable, attainable, relevant, time-bound) criteria.

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Project Due Date: _____

Budget Amount: _____

Scope of Work:

Describe the scope of work (services and deliverables required for the project) in greater detail.

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Preferred Website Examples:

Provide examples of websites that align with the desired design, functionality and user experience for the proposed project. Explain what you like about these sites.

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Proposal Requirements:

A list of specific information and resources that must be included in the submitted proposal.

Please include the following in your web design proposal:

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Evaluation Metrics and Criteria:

The criteria and metrics that will be used to evaluate the submitted proposal (e.g., experience (30%), pricing (20%), etc.).

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Appendices/Attachments:

Include any additional links, documents or supplementary information (e.g., branding guidelines, existing brand assets, etc.).

- **Appendix A:**
- **Appendix B:**

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Submission Deadline:

Please submit your proposal by **[Date]** to **[Email Address]**.

Contact: _____ **Email:** _____ **Phone:** _____