A general guide to writing a great web implementation RFP.

Follow this guide to include the topics and details in your RFP an agency needs to submit a proposal.

Introduction to Company

Project Summary

Target Market & Personas

Current Website Challenges

Competitors/Comparative Organizations

Project Stakeholders

Project Drivers & Goals
- Project Goal Details

Current Website Overview
- Brief overview of CMS and specific features
- Content types
- Template structure
- Platform & constraints
- Current integrations
- Microsites and links to them (if they are part of a consolidation)

What We're Looking for in a Technology Partner
- CMS Platform requirements or tech stack need
- Multilingual and/or personalization needs

New Website Features and Initial Design Requirements
- Branding

- - Guidelines we need to stick by, and/or if there is a need for a brand refresh/enhancements, brand books, style guides etc.
- Content strategy requirements (can include SEO, copywriting and content)
- User flows
- Sitemap and your needs for redoing your information architecture including taxonomies for related content
- Content migration requirements
- Visual requirements
- Accessibility requirements
- Integration requirements (CRM, client portal, HR, DAM etc. If any systems are custom, is there documentation available for integrations?)
- Custom development or custom features - i.e. directories, maps etc.
- Site administration and user roles requirements
- In-site search requirements (Apache Solr, Elastic Search or Wordpress core with plug-ins)
- Hosting and security requirements

Aesthetics Website Design Brief
- The site should look…
  - (include some examples of sites and specific features that you like)
- Post launch partnership requirements
  - (do you need a maintenance contract/partner?)

Measuring Success

Current Sitemap

Project timelines

Budget

- Include any other vendors or partners that will be involved in, why, and their roles in it

For more tips and suggestions on writing a great web implementation RFP, contact us or [visit our website](#) for more insights.