[Insert Logo Here]

[Insert Title for Request for Proposal]

by

[Company Name]

PROJECT OVERVIEW

*[Type of project needed, budget, relevant timelines]*

[Remember – this first section will provide the first impression of your business and project.]

COMPANY OVERVIEW

*[1-2 paragraphs describing your unique business]*

[Don’t forget to show your personality in this section!]

TARGET AUDIENCE

*[Current & prospective audience descriptors]*

WEBSITE OBJECTIVES

*[List all measurable and realistic high-level goals here]*

[Example: We want to increase our website traffic from 1,000 visits per month to 2,000 visits per month.]

CURRENT WEBSITE ANALYSIS

*[List current website traffic statistics and identify major pain points]*

FUNCTIONALITY REQUIREMENTS

*[List detailed site requirements in this section]*

[Examples: The ability to make donations to a nonprofit online, an interactive store locator, or a blog with a specific amount of content creation.]

WISH LIST

*[List any additional features or functionality that you’d like an agency to work into their plan if possible]*

[Tip – share websites with design and/or functions that inspire you in this section.]

ADDITIONAL SERVICES

*[Clarify if you are leaving the proposal open-ended for agencies to pitch additional services]*

BUDGET DETAILS

*[Include price range, payment details, and any other pertinent financial information]*

DESIRED PROJECT TIMELINE

*[Include relevant deadlines like vendor selection and goal launch dates]*

VENDOR PROPOSAL REQUIREMENTS

*[Describe how vendors can submit questions, the deadline to submit those questions, who the primary contact for questions is, the expected vendor review timeline, and any details about the vendor you want them to include in their proposal]*