REQUEST FOR PROPOSAL
FOR DEVELOPMENT OF A WEBSITE

PROPOSAL SUBMISSION:

Organisations wishing to submit proposals should do so by **no later than** [insert agreed time and date] by submitting [insert number] copies of the proposal and any company brochures, pamphlets and/or materials indicating the firm/ individual's qualifications to [Contact details of the Organisation/ Project Manager].

Questions concerning this RFP may be directed to: [Name of Project Manager] at [insert address information], or by email at: [insert appropriate email].

BACKGROUND:

[Insert Organisational background information as agreed with Client]

SCOPE OF SERVICES:

[The Organisation] is interested in receiving proposals to create a website with approximately [insert number] pages to be stored on a NZ-hosted server. [The Organisation] will provide all content as Microsoft Word files and all graphics as .JPG or .PNG or equivalent as required.

The finished product should accomplish the following:

• Provide the NZ Public, [The Organisation] Members and stakeholder with information about the services [The Organisation] provides.
• Have a consistent look and feel to all pages (fonts, graphics and color schemes).
• Load rapidly and provide easy navigation between pages.
• Contain links to other related websites.
• Be registered with the major search engines to ensure the website is listed
• Be Search Engine Optimized (SEO) so the website can be found when Internet users search for the website using keyword phrases.
• Have the ability to add ecommerce and email newsletter capabilities in the future.
• Use a Content Management System (CMS) capable of being maintained and updated by [The Organisation] personnel.
• Allow [The Organisation] personnel to upload images and place into website pages if needed.
• Allow [The Organisation] personnel to easily create and add new website pages if needed.

WEBSITE DESIGN:

The website should have a modern, contemporary design that utilises the existing [The Organisation] logo and colour scheme so as to be compatible with the marketing materials currently being used.
The new website should use several main navigation links or graphics, with drop-down lists of sub-pages so the user can easily navigate to any website page within the website.

SPECIAL FEATURES:

The website should have a **Contact Us** form page with approximately 15 form fields and/or drop-down lists so visitors can send comments, questions and other information to several departments.

Form information should be captured into a database and should be sent via email to the [insert location].

WEBSITE SEARCH:

There should be a **Search Box** so that visitors can enter keywords and phrases, and see a results page with links to pages within the website that matches the keywords entered in the search box.

The website is expected to be similar in sophistication to that found at... [List some relevant websites]

HOSTING:

The website will be hosted on a NZ-based server and it is anticipated that [The Organisation] personnel will update page content as needed. However, the [The Organisation] will entertain proposals to have the site's creator maintain the site and provide/ maintain hosting.

Optional proposals to provide this service should quote an hourly price to perform such service or alternatively may propose a monthly fee to maintain all pages.

TECHNOLOGY:

[Note that a decision needs to be made first between a bespoke or off-the-shelf equivalent products.]

Website technology should utilise standard programming language such as PHP and use mySQL or equivalent database. JavaScript, XHTML, Ajax and other technology can be used for this project as may be Wordpress, Joomla and Drupal Content Management Systems (CMS).

PROPOSAL PREPARATION:

Firms and individuals submitting proposals shall be responsible for any and all costs and/or expenses associated with preparing such proposals. Proposals will be evaluated based on previous experience creating similar websites, quality of previous work, time to completion and price.

PROPOSAL EVALUATION:

Proposals should include a list of similar websites created in the last three years with the web address and a contact person and a project timeline. Proposals should also indicate any software products to be used in creating the [The Organisation] website.