

Defining Your Business

Company Profile

Write a description about your company and what products or services you offer. This information will be useful for the **about us** section of your website and for the web designer (contractor) to learn more about what you do.

Intended Audience

Include a description of your client/customer. Is this product or service targeted towards a certain audience or industry? Include known demographics, consumer trends, and professional, community or special interest groups.

Samples

Include any samples of content or merchandise that you wish to present through your website.

Guide to Creating a Request For Proposal For Your Website.

Objective

Write a description of what you would like your customers to gain from their website visit. If you have a look and feel of your website please describe it here.

Competition

Do you have any examples of your competition? Please include competitor's websites and the things you like and dislike about the sites.

Website Content and Development

What materials will you provide to the web developer?

- Photos
- Graphics
- Site Map
- Copy/Text
- Other

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Design Requirements

Are there any design specifications or branding requirements that must be met? Is your company branded already or do you require the web designer to brand your business for both stationary and web?

What level of graphics do you want on your site? Do you need the graphics to be optimized by your web designer?

- Light graphics, mostly text
- Medium graphics
- Heavy graphics

What dynamic features do you need for your site?

- User login/ registrations
- Shopping cart? How many products?
- Live chat?
- Discussion Forums
- Mailing lists
- Database
- Web-administration
- Interactive features (form mail)
- Credit card processing

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Approximately how many pages will need to be created?

- 10 or less
- 11 - 20
- 21 - 50
- 50 – 75
- 75 +

Do you need the web developer to arrange for your hosting?

Do you need the web developer to arrange for your site to be listed with search engines and directories?

Will your site be optimized for the search engines like Yahoo and Google?

Do you need the web designer to continue working with you after the site is launched? Updates, changes etc. Will this be daily, weekly, monthly?

Website Deliverables and Acceptance Criteria

Scope of Work

Describe in detail what work the Contractor will perform. Identify all tasks, work elements and objectives of the project.

Budget and Time Requirements

What is the budget for the development of this site? What is the budget for the sustainability of the site?

Timeline and Period of Performance

The period of performance for this project will start on [start date] and the work tasks are estimated to continue through [end date].

Visit us today!

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Is there any other information about your project that could help the designer make a more accurate and informed bid?

Contractor's Section

The Contractor shall provide Services and staff, and otherwise do all things necessary for or incidental to the performance of work, as set forth below:

Describe in detail what work Contractor will perform. Identify all tasks, work elements, objectives and timeline for completion of the major elements of the project.