

REQUEST FOR PROPOSAL (RFP)
{PROJECT NAME / BUSINESS NAME}

HILL 70 MEMORIAL PROJECT
123 YOUR ADDRESS HERE
KINGSTON, PROVINCE
POSTAL CODE
CANADA

{ DATE OF PROPOSAL }

Summary and Background

The { WEB SITE NAME } is seeking proposals to develop, design, launch, and host a website. The purposes of the website are to:

The purpose of this Request for Proposal (RFP) is to solicit proposals from various website builders, conduct a fair and extensive evaluation based on criteria listed herein, and select the company who best represents the purpose(s) { WEB SITE NAME }.

Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 5pm (PROPOSAL DEADLINE). Any proposals received after this date and time will be returned to the sender. All proposals must be signed by an official agent or representative of the company submitting the proposal. PDF proposals by email are acceptable.

If the company submitting a proposal recommends the outsourcing or contracting of any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals, which require additional outsourcing or contracting work, must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs based on the hours expended to achieve the various aspects of the web site design.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the Hill 70 Memorial Project Team and will include scope, budget, schedule, and other necessary items pertaining to the project.

Project Purpose and Description

The purposes of the { WEB SITE NAME } Site is as follows:

Project Description:

The { ORGANIZATION NAME } is seeking a provider to utilize the latest web-based technology to create a website that is user friendly, simple to use, provides detailed information about our project, and is easy to add or modify content. The site design should incorporate the latest key word search practices and maximize “search ability” in all current internet search engines.

The finished website must allow the { ORGANIZATION NAME } Team to easily manipulate the content in order to allow for any content changes required.

The website design and layout should be aesthetically pleasing, simple for users to navigate, and meet, at a minimum; the purposes of the web site listed above in *section one*.

SECURITY: The site must also be completely secure against intrusion.

W3C COMPLIANCE: The site will meet current compliance standards adopted by the World Wide Web Consortium and accessibility standards.

PROJECT SCOPE

The scope of this project includes all design, development, coding, licensing, and hosting (or recommendation of hosting solution) of {ORGANIZATION NAME }'s new website. All text and copy, will be provided by {ORGANIZATION NAME } team.

The following criteria must be met to achieve a successful project:

- Visually and aesthetically pleasing website design
- User-friendly environment that is easy to navigate
- Consistency of design across all pages/sections of the web
- Ability to migrate current web content to new website
- Site can be changed/modified easily by our staff personnel with minimal effort
- All software and licensing requirements should be included as part of this project
- Site should be searchable with on key word searches based on site content
- Site should be compatible with all current web browsing technology and easily upgradeable
- Ability to work closely with our project manager on coordination of project tasks and resources
- Plan and perform a complete testing process on web site and database in order to ensure functionality
- Sufficient training of selected our personnel to be carried out in Kingston
- During the three year period following the website launch all necessary updates to the site shall be made to ensure that the website continues to function and work properly

Statistics and Analytics

Web site statistics must be able to track the following metrics:

- Bounce Rate
- Pages visited
- Length of page visit
- Visitor trends
- Visitor origin URLs
- Search tool analysis
- Visitor pages
- Site referrals

The web site statistics package used should also be able to track conversions rates using integrated tracking code.

Request for Proposal and Project Timeline

All proposals in response to this RFP are due no later than {DUE DATE}.

Evaluation of proposals will be conducted from {EVALUATION START} to {EVALUATION END}. If additional information or discussions are needed with any bidders during this period, the bidder(s) will be notified.

The selection of the winning bidder will be made no later than {ANNOUNCEMENT OF CONTRACT AWARD}.

Upon notification, the contract negotiation with the winning bidder will begin immediately. Notifications to bidders who were not selected will be completed by {ANNOUNCEMENT OF CONTRACT AWARD}.

Project Timeline:

The { ORGANIZATION NAME } team and the successful bidder will develop the phases of the website project during the planning phase which shall begin immediately on completion of the contract negotiations. The Project Planning Phase should be completed by { TARGET COMPLETION DATE }. The Project Planning Phase will determine the timeline/schedule for the remaining phases of the project.

Budget

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time or Non-Recurring Costs (NRC) or Monthly Recurring Costs (MRC). The number of hours estimated to complete each task must be listed and costed. Pricing should be listed for each of the following items in accordance with the format below:

Project Initiation and Planning:	NRC	MRC
Site/Database Development	NRC	MRC
Site/Database Testing:	NRC	MRC
Site/Database Deployment:	NRC	MRC
Site/Database Hosting:	NRC	MRC

These phases will be used as a guideline to determine the payment schedule.

NOTE: All costs and fees must be clearly described in each proposal.

Bidder Qualifications

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in planning, building, and hosting websites
- List of how many full time, part time, and contractor staff in your organization
- Examples of 3 or more corporate web sites designed and implemented by your organization
- Testimonials from past clients on web site building and hosting work
- Anticipated resources you will assign to this project (total number, role, title, experience)
- A full testing plan
- Timeframe for completion of the project
- Project management methodology

PROPOSAL EVALUATION CRITERIA

{ ORGANIZATION NAME } project team will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Bidders will be evaluated on examples of their work pertaining to website design and hosting as well as client testimonials and references
- Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project
- Technical expertise and experience: Bidders must provide descriptions and documentation of staff technical expertise and experience

Each bidder shall submit their proposal by email to: { ORGANIZATION EMAIL ADDRESS } by {SUBMISSION DEADLINE} EST: