



Custom Website Design Request for Proposal

This document has been created to help you prepare a Request For Proposal (RFP) for Sliced Ltd. The idea of this RFP is that it will *help us* to structure our website design proposal for you by giving us a good idea of **your project requirements**. There are 14 questions to complete.

We appreciate your time completing this and hope that it also helps to put the project into perspective for you.

TIP: If you use "TAB" you can jump straight between the answer fields. Fields will automatically expand when you type into them.

Personal Details:

Your name

Your company name

Contact e-mail address

Contact postal address

How did you hear about Sliced?

The questions begin on the next page.



1. Describe your company in a short paragraph.

(e.g. Sliced Ltd. is a small approachable design company specialising in custom website design and web content management systems. We provide a friendly, professional service aimed at getting the best results for our clients).

2. Please write a short paragraph about the *primary aims* of your new website.

(e.g. Promote your products or services. Provide e-commerce. Improve design and consolidate branding).

3. Please write a brief paragraph about the *feeling* you wish your new website to convey.

(e.g. Sliced Ltd. website should convey a sense of friendliness, professionalism and approachability. It should look modern, bright and be easy to navigate).

4. List 2 or 3 primary *competitor's* website addresses that can be used as a point of reference for your industry. Please indicate any *strengths* or *weaknesses* about each website.



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5. Please give your current website address if you have one.
(if not please go on to question 6)

5a. List any strengths of your current website.

5b. List how you feel your current website could be improved.

5c. Tell us who the primary users of your website are. *(e.g. film buffs. Teachers etc)*

5d. Are any site visitor statistics available? *(please tick one box)*

Yes No

6. Please tick any specific features you might require from your new website.
(Tick all that apply)



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<input type="checkbox"/> Online forms	<input type="checkbox"/> Online surveys	<input type="checkbox"/> Member sign up
<input type="checkbox"/> Newsletter facility	<input type="checkbox"/> Members only area	<input type="checkbox"/> Forum
<input type="checkbox"/> Gallery	<input type="checkbox"/> E-commerce	<input type="checkbox"/> Movies
<input type="checkbox"/> Content Control	<input type="checkbox"/> Flash animation	<input type="checkbox"/> Search Engine Positioning

6a. Please list any other features required.

7. Approximately how many pages will your website need?

8. If you have a budget available for your new website please indicate here

9. Has your website content been written? Yes No

10. Have you considered keywords for search engines? If so, please list here

11. Who will be maintaining your site content after its completion?

12. What is the approximate deadline for your new website launch?

13. Is there anyone else internally responsible for this project?

14. Please indicate any other useful information to do with your website design.