

request for proposal:  
Web Site Planning

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# Web Site Planning

## **I. Business Profile.**

Briefly provide a business summary, including your company name, address, direct phone number and email address.

If applicable, also include your vision/mission statements, motto or tag line.

Briefly describe your current customers.

Please provide your current website address. List strengths and weaknesses.

## **II. Deadlines.**

What is the targeted start and end date for this project?

Who, from your staff, will help with the direction and approval of the project? Please provide name(s) and title(s).

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# Web Site Planning Continued

## **III. Project Specifications and Functionality.**

Please provide a detailed site map of the required web site pages. If unsure, please note and we can help.

*Example:*

- I. Home
- II. About Us
- III. Our Services
- IV. Contact Us

List required web site features and functionalities (online forms, newsletter, gallery, e-commerce, content management solutions, flash, etc).

Will your project integrate with other marketing materials?

How important is Search Engine Optimization? Is there a current plan?

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# Web Site Planning Continued

## **IV. Goals and Objectives.**

What is the goal for this web site?

Who is your target market and what should happen when they visit your web site?

How does this project relate to your long-term marketing plan?

How will you determine the success of this project?

## **V. Web site References.**

Provide references to designs that you like. Or, provide reference to your competitor's designs and briefly describe the perceived strengths and weaknesses.

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# Web Site Planning Continued

## **VI. Creative Direction.**

Please list any design elements, including colors, photography, illustrations, fonts, etc.

Will you require our services to determine colors, photography, illustrations, fonts, etc? If yes, to what extent? If no, what will your company provide?

If your project requires consistency in branding, please indicate the color guidelines, graphic elements, fonts, and typography. Please provide existing style sheets or designs.

Will you provide website copy? To what extent, if any, will you require our copywriting services?

## **VII. Website Maintenance.**

Briefly describe the content on your website, including the frequency it will change and the person responsible for updates.

Do you require a content management system?

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# Web Site Planning Continued

## **VIII. Branding.**

Will your company require a new brand and identity? This includes a logo, business card, letterhead and an optional brochure.

## **Additional Information.**

Please provide any additional information.

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# Web Site Planning Continued

Thank you for filling out the Request for Proposal. Please return via email: [info@w2-design.com](mailto:info@w2-design.com). We will contact you within one business day of receipt.



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