PROPOSAL FORM

Thank you for downloading our Proposal form. This worksheet will help us, and you, gain a clearer insight as to the needs and goals of your website project. Your answers and comments will allow us to create a creative solution that’s right for you. Feel free to skip anything that doesn’t apply to you but help us by providing as much as possible for us!

When you’re finished, please email your completed document to: [info@WebDesignLab.Biz](mailto:info@WebDesignLab.Biz). We’ll examine your form and formulate a project plan.

Intro

1. What is the name of the company/organization/entity that the website will focus on?

1. Describe the nature and purpose of the company/organization/entity.
2. When do you expect to start this project, and what is your ideal timeframe to completion?
3. Is there an absolute deadline for this project?
4. What is your allotted budget for this project?

Website Objectives

1. What are your main reasons for commissioning a new website? Has anything specific prompted this decision?
2. What are your main objectives for this website?   
   [ie improve sales, purely networking, outdo a competitor, promote sales, etc]
3. What audiences or genres would you like this website to appeal to? Is your business currently attracting the target audience?

Promoting the Website

1. Do you currently use any Social Networking sites? If so, please tell us which ones you actively use.  
   [ie Twitter, Facebook, Pinterest, LinkedIn, Blog, etc]
2. How interested in participating in Social Networking are you?   
   [ie Twitter, Facebook, a Blog, etc]
3. We include a WordPress blog with most of our design packages. Do you intend to use the blog frequently?
4. Even if you’re not a so-called “blogger”, are you open to the idea of periodically using a Blog to increase your SEO, networking, online exposure, and traffic?
5. In lieu of, or in addition to social network advertising, do you plan to pay to advertise the website? If so, please list the advertising methods you will use.   
   [ie Google AdWords, paid banner ads, radio or TV spots, etc]

Website Specifics

1. What specific features or functionality will be required on this site, if any?   
   [ie photo gallery, blog, slideshow, online store, contact forms, newsletter signup, password-protected areas, responsive layout, etc]
2. What overall style would you like to see on the new site? If you’re not sure, that’s ok.  
   [ie sleek, modern, rustic, retro, apothecary, abstract, minimal, corporate, illustrated, clean, dark, pretty etc]
3. Please outline any ideas you might have for the site, in terms of look and/or functionality.
4. Are there any websites you find especially appealing? If so, please list them, along with the aspects that you like about each one.
5. Will you need the ability to update the site yourself? If so, please describe the nature of these updates.  
   [ie ability to manage photos, use a blog, modify text, have multiple authors, events calendar, full control over entire website, etc]
6. Will this website be an online shop, either partially or in whole?

Your Existing Website

1. Do you have an existing website? If so, please provide the address/url.
2. What aspects of your existing site do you like, and which do you dislike? And should any aspects of your existing site be carried over to the new site?
3. Do you use a CMS (content management system)? If so, which one?  
   [ie Joomla, WordPress, ExpressionEngine, etc]
4. Please list your online competitor websites, if applicable.

Additional Comments

Please tell us anything else pertinent to your specific project needs.

Proposal Requirements

Basis for Award of Contract:

Anticipated design firm selection date:

Proposal Form submission deadline:

Person and address (or email address) to send completed RFP to: