

RFP: Website Development and Redesign for example.com

Your Company

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September 04, 20XX

Re: Customize WordPress Theme on Genesis WP Platform

Prepared by: Jon Doe, CEO example.com

Please respond to: jondoe@example.com no later than <date>

Intro / Project Overview:

Thank you for taking time to review this and possibly helping us with our redesign efforts.

Example.com is about photography enthusiasts and photography gear.

1. Budget is \$xxxx–yyyy USD
2. Go live date is set for <date>
3. Looking for one of the following:
 - a. Redesign our current site based on a custom WordPress Theme
 - b. Redesign our current site based on an existing WordPress Theme built on a premium Framework.

Feel free to describe.

Audience:

Our audience are males, aged 18-50 (Millennials and GenX); targeting... Our personas include young students and recent grads (age 18–25), young professionals (single or married with or without kids), established men with older kids at home (age 40–55+). Various income levels with various disposable incomes.

Target market and emphasis is on...

Project Objectives (Goals):

Primary objective of redesign is to revive example.com as a fresh and more sophisticated outlet for... Objectives include:

- a design that premium & corporate brands will want to sponsor
- Building our audience by increasing organic/search traffic,
- Emphasizing on speed, structure, SEO to boost user experience and visitor's engagement
- Inviting more subscribers to build a strong email list
- To increase social following especially Facebook
- Grow the channel by updating video content on Vimeo

Current Website:

Current site was launched in <date>, built on <theme name> theme. Though, the site was clean and responsive, there were inefficiencies and very limited efforts were devoted towards the website's structure and optimization. So, we decided to refurbish it and focus more on story-telling, content marketing, and incorporating brand messages into the content.

New Website Functionality Requirements:

Requirements are broken into two main parts : Site structure / optimization and Website

1. Design + UX: Design for key views: homepage, 3 landing pages, about us & contact us
2. Design guide will be provided: new logo, etc.
3. We would opt for full-page design with more emphasis on representation. If there are no options, then Parallax scrolling would be ideal
4. 3 landing pages, one each for photography gear, photography tutorials and photography ebooks

Competitors

Some of our competitors:

- <http://example1.com/> : comments
- <http://example2.com/> : comments

Inspiration:

Examples of what we're thinking:

- <http://example1.com/> : We like the fixed header
- <http://example2.com/> : Like the way homepage is optimized with a prominent opt-in form.

Other Requests:

1. Content migration: The entire content needs to be migrated.
2. Content restructuring: Some of the posts will be moved so we need 1:1 redirects to them.