Website Redesign & Development Request for Proposal

This RFP is for redesign and development services to refresh the look and feel of [URL], while keeping our current SEO rankings intact.

- RFP Sent: [Date]
- Responses Due: [Date]
- Finalists Selected & Contacted: [Date]
- Winner Selected & Contacted: [Date]
- Project Kick-off: [Date]
- New Website Launch Target Date: [Date]
- CMS: HubSpot
- Website Type: Small business

Send questions and responses to: [Contact Details]

[Company Name] Overview

[Company Name] is an architecture, 3D visualization, and construction company based in [Location]. We started as a blog in [Date], and have quickly become a fast-growing company recognized by Inc. 5000 and Philadelphia100®. We currently have 30 employees at our office in [Location]. [URL]

We are looking forward to working with web designers who are passionate about entrepreneurship and helping us capture the attention of elite real estate clientele through a cohesive, upscale, easy-to-navigate website hosted on HubSpot.

Our Audience

- **Primary Audience:** Real estate developers and investors who are either (1) looking to build new construction homes (single or multi-unit) or (2) have a significant budget for high-quality pre-construction marketing renderings. Our ideal audience needs both, as well as a construction management team and cost estimation services.

Currently, our clients are concentrated in the Greater [Location] area, and we are looking to expand into other U.S. markets.

- **Secondary Audience:** Job seekers in [Location] who potentially want to work for our company.

New Website Objectives

1. Generate qualified leads for our architecture, visualization, and construction services
2. Improve lead conversion rate
3. Position our brand as innovative, consultative, and high-quality, as well as a thought leader in real estate investment, eventually expanding to other markets

Current Website

Our current website, [URL], is about [Years] years old. It is hosted on HubSpot. We have a lot of content—including copy, photography, and renderings—but we need a better way to showcase this content. We have worked with an agency who has redesigned our homepage and created landing pages for us, but everything has become disjointed. There is no cohesion throughout all of these pages.

Further, our website does not make clear our varying project types, our team's expertise, or how each department works closely together, which is a rarity in the AEC industry that ultimately saves our clients time and money. (Our content manager will put together that story, but we will need help bringing it to life with design.)

Another differentiator for our brand is that we use advanced technology to bring real estate development to the next level. To help signal that we are experts in tech, it would be helpful to implement more modern UX.

Lastly, our business is quickly growing from single-family homes to large-scale, high-end residential. We would like our website to look more sophisticated to capture the attention of more upscale clientele.

In short, we have the content—and the SEO—but we need a more modern, professional website design and user experience.

New Website Elements

We will continue hosting this website on HubSpot. Our team will provide any additional written and visual content where needed, as well as our high-level branding package with logos, colors, and fonts.

We need to add or refresh the design for our:
- **Home page**
  - We would like to get closer to looking like award-winning architecture websites.
- **Services pages for each department**
  - Currently ~40 pages total, needs to be templated for future content.

- Example of a current page.
- **Project image galleries**
  - These need to showcase our final architectural projects and renderings/animations with more context.
  - Currently 3, needs to be templated.
  - Example of current photo gallery.
  - We also need a photo gallery that can be embedded into blog posts.
- **Real estate listings page**
  - It is difficult for us to update on the back end.
- **Blog**
  - Our blog currently has hundreds of posts that need a refreshed design.
  - We would like better search navigation, a more prominent sign-up form, article spotlight, editor picks, and recent article section similar to Wistia.
- **Case studies**
  - We currently have 4 but plan on publishing dozens more.
- **Podcast page (new)**
  - We have about a dozen podcast episodes (with more coming) that we would like to host natively.
- **Webinar page (new)**
  - We have existing YouTube webinar videos (with more coming) that we would like to create a page for.
- **Career & Meet the Team pages**
  - We would like to go deeper into our core values, employee experience, our history, and more. We also would like a Meet the Team page that is more dynamic.

We also need to optimize these existing elements integrated with HubSpot:
- Email sign-up form
- Lead generation forms (5+)
  - We need these to be for different categories.
- Meeting scheduling for each department

Proposal Requirements

Please include the following in your proposal response:
- Overview of your company
- Overview of how you will meet our objectives
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples

- Pricing with optional elements line-itemed
- Terms & conditions

RFP & Project Timeline Details
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Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response!

If you have any questions, please contact [Contact Details].