

**[COMPANY NAME]**  
**Website Design & Development**  
**Request for Proposal**

**Scope:** Design and development services for a new [Company Name] website

**RFP Date:** September 1, 2020  
**Questions Due NLT:** September 11, 2020  
**Discussions:** September 14 – 16, 2020  
**Proposal Due:** September 22, 2020

**Website Launch Goal:** Before December 31, 2020

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## **1. Introduction**

[Company] is soliciting proposals to identify a vendor qualified to develop and execute a new website. We require a vendor who has demonstrated experience in creating and managing website projects for similar companies and expertise with best practices regarding successful website design, development, implementation and deployment.

## **2. [Company] Overview**

[Company] is a privately held, rapidly growing Virginia business established in 1997. Our team is led by [names], our President and CEO. We are a technology-driven prime contractor with 100+ employees in 14 US locations. [Company] provides innovative, cost-effective, high-tech engineering products and product-based services encompassing latest generation software and hardware solutions. Our products and services span a spectrum that includes: mission-critical combat systems processors; Command, Control, Communications, Computer, Intelligence, Surveillance and Reconnaissance (C4ISR) systems; military combat systems hardware production; radar and sensor systems; avionics test sets; threat detection; biometric identification systems; composite materials for advanced munitions, armor, and energy; and depot repair and logistics.

Central to [Company's] product philosophy is use of modular, open-architecture design and leverage of COTS technologies wherever possible. Our extensive support services include shipboard and shore-based technical support, installation, maintenance, and training for both hardware and software systems. GTS maintains a complete depot-level repair and manufacturing facility with warehousing and full logistics support, including an integrated obsolescence management program.

### 3. Our Audience

Our current primary audience is government and prime contractor senior technical and procurement management. Current and potential technical partners are another key audience. They tend to be all ages, but the primary market target is over 40 years old. Due to our focus on leading edge technology, our audience includes a high percentage of engineers and scientists who are tech savvy. Most are interested in security and technology that will make our country safer, more energy efficient and stronger. They care about our products because our products are leading edge technology than can be a game changer.

Our client audience is expanding and will continue to do so. More and more of our new technology has both government AND commercial applicability. This is one of the driving forces behind our commitment to launch a new and more tech-savvy website. Although some of the requirements we are including herein are not required today, our plan and hope is that they WILL be within a 12–18-month timeframe. [Company] does not want to play catchup – we want to respond quickly to emerging needs and requirements.

Our employees, and future new employees will be website audiences as well. We envision the new website will be used for [Company] internal communication outreaches such as corporate announcements, internal surveys and blogs as well as a launching platform, via links, to Sales Force; Cost Point project accounting and financial software, HR employee profiles, financials, and performance reviews.

Web Clients by Percent	
Clients - Primarily US but would like to expand to allied	60%
Prospective Employees	5%
Technology Partners, Primes, Competitors	10%
Financial institutions, Bankers, Investors, Others	5%
Employees	15%
Future Recruits	5%

### 4. New Website Goals

This section outlines our objectives and requirements for the new website. The four most important goals are:

- a. Creating a website that is an extension of who and what we are – scientists & engineers creating leading-edge technology to provide a safer and better world
- b. Enhance client experience with a visually appealing site and easy to find content.
- c. Inform, educate, and engage our clients and partners. Position our brand as a thought leader through resource content.

- d. Increase visibility to increase market share by generating sales-ready leads.

## 5. New Website Functionality Requirements

Group 1. These requirements are priority items that must be functional on the GO LIVE launch date.

- a. Mobile and User Friendly
- b. Easy-to-use content management system (CMS)
- c. Intuitive navigation with one click
- d. Streamlined clean focused design
- e. Business Units and Product Content (provided from current site or Landing Page)
  - a. Photos
  - b. Videos
  - c. White Papers
  - d. Client testimonials
  - e. All applicable content imported from current site
- f. Optimized with SEO best practices
- g. Robust Analytics & Reporting
- h. Blog(s)
- i. Webinars
- j. Social media integration (share buttons, follow buttons, etc.)
- k. Contact Form

Group 2. We want to have these elements in our new website, but we need to see how they impact the timeline and budget. Some may be added in a Phase 2 of the website development. Provide cost for these elements separately and note if additional design or development time is required.

- a. Homepage video
- b. Dynamic blog feeds throughout website
- c. Interactive map of facilities
- d. Infographic of product functionality
- e. Ecommerce.
  - We currently do NOT sell products online. However, we anticipate the launch of potentially 10-15 products in the 2021 timeframe and more each year thereafter.
  - We would like the ability to sell these products online with full ordering and payment functionality.
  - Payment types taken would be major credit cards, PayPal, bitcoin, option to be invoiced/billed and make payments by ACH or wire.
- f. Separate Log-in Product portal for Value added re-sellers
  - Re-sellers can complete forms with quantity & product(s) to generate quotes /

estimates and order timelines.

- Place orders and check on status
- Generate various reports that include orders, invoices, payments
- Bookmark where visitor was when they left site so they can re-enter at same place

g. **Software and Knowledge Support for Prospective & Current Customers**

- Have password-controlled sites where they can download software; request knowledge support; inter-active space

**6. Current Website**

Our current website, [URL], is 4 years old and does not serve us well anymore. The design doesn't reflect our brand and the navigation isn't great. You will see that the content is severely lacking. Note that we are currently preparing for a large media outreach campaign and we plan to have enhanced and considerably more content residing on a landing page in the next 5 – 6 weeks

**7. Websites we like**

- cisco.com
- 5g-to-xg.org
- NVIDIA.com

**8. Selection**

We are seeking vendors who have extensive experience with government contractors and understand that market. Our choice will be the vendor who offers the best solution for our requirements at a fair price. We value creativity, transparency, teamwork, superb work products and excellent past performance references.

All proposals that reflect those elements will be considered and weighed based on their merits. Proposals that offer flexibility in billing for non-required elements added to the website after initial launch will also be considered, as we may budget for additional funding for these additional website elements or ongoing marketing efforts.

**9. Proposal Requirements**

To be considered responsive, include the following in your proposal response:

- a. Company overview
- b. Description of how you will meet our objectives
- c. Details describing your proposed platform/CMS and rationale for that choice
- d. Outline of your website design & development strategy
- e. Proposed website timeline and milestones from kickoff to launch
- f. Details about your team members who will be working on our project

- g. Profile and similar experience of the Program Lead
- h. Recent design & development examples including links to the sites
- i. References of 5 similar projects completed in the past 3 years.
  - i. Provide contact information for references for each sited project.
  - ii. Provide links to the sites
- j. Key differentiators that highlight why we should choose you
- k. Pricing with optional elements line-itemed
- l. Terms & conditions

#### **10. RFP & Project Timeline Details**

The timelines for questions, discussions and submission are provided on Page 1 of this solicitation. Proposals shall be sent in PDF format to:

[Name and contact info]

Incomplete proposals will not be considered. Long and verbose proposals are not desired. We are looking for succinct responsive proposals with solutions that will entice us.

Thank you for your interest in responding to this RFP. We look forward to hearing from you. If you have any questions, please contact [Name and contact info].