



## Request For Proposal Guidelines:

To provide you with the most effective web site design we suggest providing the following information:

1. Provide a brief overview of your major concerns and considerations for your website.
2. The top 5 relevant business goals
3. The top 5 goals for your website
4. If this is a new web site provide:
  - a. A list of site sections you want to include
  - b. Details of the content for each section
  - c. A list of "features" and "functionality"...i.e.
    - i. Information you need to gather in the section
    - ii. Do you need the user to login to get targeted content
    - iii. Do you need content to be presented based on key words used to find the website.
    - iv. Site registration, forms, database driven information.
    - v. Etc.
5. If this is a redesign of an existing site you can provide a list of the sections with the appropriate changes.
6. List the actions do you want the site user to take for each of the main site sections.
7. Provide a list and brief description of each of your major market segments.
8. Provide a list and brief description of each of your major product/service categories.
9. List the required keyword optimization for your site. SEO considerations must be included in the website design.
10. If this is a re-design of an existing site, please provide a link to the statistics for the site for at least the last 30 days.
11. If possible, provide a flow chart ([examples](#)) of the content you want to include in the site...or use the [Web Design Worksheet](#)

## Our Web Design Process

1. **Proposal:** Web Transitions looks at your present site and your list of needs and develops a set of design requirements and features. We then outline what we think the development will cost. This is presented to you as a proposal that includes a rough description of the work we think will be required and a list of all major features and our estimate of the cost based on the work and feature list.
2. **Finalizing Requirements:** After the client has agreed to the proposal, we begin an in-depth analysis of the existing site including search engine placement, keyword analysis and a through look at the existing site log files. We will then provide a report with suggestions on how to move from the existing site to the new site along with any additional costs involved.

Define the following:

  - a. Establish web site goals – what do you want to accomplish with your website
  - b. Establish a clear purpose for each major website section
  - c. Define the actions you wish the site visitor to take
3. **Sitemap and Process Flow:** We will provide a detailed sitemap for the new site. This will include both a site flow chart and dynamic feature process flow chart(s). This will be the road map for the new website development. At this point the client can make

suggestions, changes and additions. We will provide an estimate of the cost reduction or increase during the process to eliminate any surprise costs.

4. **Client Provided Content:** Once the sitemap is completed, the client will be expected to provide access to the content for the site including copy, images and photos that will be displayed on the site and any other content.
5. **Design Concept:** After approval of the site map we will begin the graphic and web design process. We will develop a layout of the site and a graphic representation of how it will look. The presentation will be a static image of the website. We will work closely with the client through this process until the client has approved the design.
6. **Development:** After the design has been approved we begin work on creating the website design using HTML and CSS. Once the basic structure has been completed we again ask for approval by the client.
7. **Dynamic Code and Database :** Once the basic HTML and CSS have been approved we begin work on creating the dynamic code and developing the database. This is generally one of the more lengthy development process steps. The client will have access to the development site and can review each feature as it is being developed. Testing is integrated into the development of each interactive feature. The client will be notified as each dynamic component is completed for testing. The client should take this opportunity to review the individual components and provide feedback...including all errors encountered.
8. **Test Run:** Once each individual component is completed the entire site will be published for testing. Additional database content will be added to enable testing of the entire site as a unit. The client will be given adequate training on any administration functions available for the site. It is expected that the client will use all administration features to verify they are working as designed.
9. **Going Live:** Once all testing is finished the site is determined to be LIVE and available for the client to add any additional content.
10. **Support:** We fully expect support requests and questions to be numerous for the first few months. We always respond to support and questions on an ASAP basis for newly published sites.