



Website RFP questionnaire

Below is an RFP template that you can use and adapt for your next website project.

1. Organisation overview

Organisation name:

[Insert response]

Website URL:

[Insert response]

Primary contact:

[Insert response]

Role/title:

[Insert response]

Industry or sector:

[Insert response]

Locations or markets served:

[Insert response]

Briefly describe your organisation:

[Insert response]

What are your main products, services, programmes or business units?

[Insert response]

Who are your primary customers, users, members or stakeholders?

[Insert response]



2. Project background

What are you looking to create, redesign or rebuild?

[Insert response]

Why is this project happening now?

[Insert response]

What is not working with the current website or digital platform?

[Insert response]

What has changed in the business, market or organisation that has created the need for this project?

[Insert response]

Have you completed any prior research, strategy, analytics review, brand work or user testing?

[Insert response]

3. Business and project objectives

Please describe the key objectives for this project.

Examples may include:

- Increasing qualified leads or enquiries
- Improving conversion rates
- Supporting a brand repositioning
- Improving content management
- Improving accessibility
- Protecting or improving SEO performance
- Consolidating multiple websites
- Supporting eCommerce growth
- Improving security, performance or reliability
- Integrating with CRM, ERP, booking, payment or marketing systems
- Reducing manual processes
- Improving user experience



Primary objectives:

[Insert response]

Secondary objectives:

[Insert response]

How will success be measured?

[Insert response]

Are there specific KPIs or reporting requirements?

[Insert response]

4. Audience and user needs

Who are the primary audiences for the website?

[Insert response]

Who are the secondary audiences?

[Insert response]

What are the most important user journeys or tasks?

[Insert response]

What actions do you want users to take?

[Insert response]

Are there internal users who need to manage the website, such as marketing, content, sales, support or operations teams?

[Insert response]

Do you have user research, personas, customer journey maps or analytics insights available?

[Insert response]

5. Current website, CMS and technical environment



Current website URL:

[Insert response]

Current CMS or platform:

[Insert response]

Current hosting provider:

[Insert response]

Analytics tools used, such as GA4, Google Tag Manager or dashboards:

[Insert response]

Current CRM, ERP, marketing automation or business systems:

[Insert response]

Third-party integrations:

[Insert response]

Search tools:

[Insert response]

Payment, booking or transaction systems:

[Insert response]

Known technical issues:

[Insert response]

Known SEO issues:

[Insert response]

Known accessibility issues:

[Insert response]

Known security, hosting or performance issues:

[Insert response]

Are there any internal technical preferences or constraints?

[Insert response]

6. Scope of work



Please indicate which services you expect to be included.

- Discovery and digital strategy
- User research
- Information architecture
- UX design
- UI design
- Website development
- CMS implementation
- eCommerce
- CRM, ERP or third-party integrations
- Content strategy
- Copywriting
- Content migration
- SEO migration
- Accessibility testing
- Analytics and reporting
- Hosting
- Support and maintenance
- Training and documentation

Additional scope notes:

[Insert response]

Are there any services that are definitely out of scope?

[Insert response]

Are there internal teams or third-party partners who will be involved?

[Insert response]

7. Functional requirements

Please describe any required functionality.

Examples may include:

- Forms
- Advanced search



- Filtering
- Resource libraries
- Product catalogues
- eCommerce checkout
- Member login
- Customer portals
- Dashboards
- Booking systems
- Event listings
- Location finders
- API integrations
- Multi-site management
- Multilingual content
- Custom workflows
- Calculators or quoting tools

Functional requirements:

[Insert response]

Which features are essential for launch?

[Insert response]

Which features could be considered for a later phase?

[Insert response]

Are there any workflows that need to be automated or improved?

[Insert response]

Are there any integrations that are business-critical?

[Insert response]

8. Content requirements

Approximate number of current pages:

[Insert response]

Approximate number of pages expected on the new website:

[Insert response]



What content needs to be migrated?

[Insert response]

Will existing content need to be rewritten, consolidated or restructured?

[Insert response]

Will new copywriting be required?

[Insert response]

Who will provide copy, images, video and brand assets?

[Insert response]

Are there content approval workflows or governance requirements?

[Insert response]

Are there multiple departments, regions or business units contributing content?

[Insert response]

Are there content types that require special consideration, such as articles, resources, products, locations, team profiles, events or case studies?

[Insert response]

9. SEO, analytics and migration requirements

Is organic search currently an important source of traffic, leads or revenue?

[Insert response]

Are there important keywords or rankings that need to be protected?

[Insert response]

Are there existing SEO reports, keyword lists or analytics reports available?

[Insert response]

Will URL structures change as part of the project?

[Insert response]

Will redirects be required?

[Insert response]



Are there metadata, structured data or content hierarchy requirements?

[Insert response]

Are there known pages that must retain search visibility?

[Insert response]

What analytics and reporting setup is required after launch?

[Insert response]

Are there conversion events, goals or dashboards that need to be configured?

[Insert response]

10. Accessibility, privacy and compliance

Is a specific WCAG level required?

[Insert response]

Are there accessibility testing expectations?

[Insert response]

Are there privacy, legal or compliance requirements?

[Insert response]

Are there security requirements the agency should be aware of?

[Insert response]

Are there hosting, data residency or infrastructure requirements?

[Insert response]

Are there industry-specific standards or approval processes?

[Insert response]

Are there internal legal, risk, procurement or IT review processes that need to be included in the timeline?

[Insert response]

11. Budget and commercial expectations



Providing a realistic budget range helps agencies recommend an appropriate approach and avoid making incorrect assumptions.

Indicative budget range:

[Insert response]

Is the budget approved or indicative only?

[Insert response]

Are there separate budgets for discovery, build, hosting, support or ongoing marketing?

[Insert response]

Are there procurement or payment requirements agencies should know about?

[Insert response]

Are there preferred commercial models, such as fixed price, time and materials, staged delivery or retainer support?

[Insert response]

12. Timeline and key dates

RFP issue date:

[Insert response]

Deadline for agency questions:

[Insert response]

Proposal due date:

[Insert response]

Shortlist or presentation date:

[Insert response]

Preferred project start date:

[Insert response]

Desired launch date:

[Insert response]



Are there any fixed deadlines, campaign dates or external dependencies?

[Insert response]

Are there internal approval periods that need to be allowed for?

[Insert response]

13. Proposal response requirements

Please ask agencies to include:

- Recommended approach
- Project methodology
- Relevant experience
- Proposed team
- Timeline
- Pricing breakdown
- Assumptions
- Exclusions
- Key risks and dependencies
- Hosting and support model
- Case studies
- References, if required

Any specific response format or requirements:

[Insert response]

Would you like agencies to provide a staged approach or optional recommendations?

[Insert response]

Would you like agencies to identify risks, gaps or alternative approaches?

[Insert response]

14. Selection criteria



How will proposals be assessed?

[Insert response]

Suggested criteria:

- Strategic understanding: 20%
- Relevant experience: 15%
- Technical capability: 20%
- UX and design quality: 15%
- Delivery approach: 10%
- Commercial fit: 10%
- Cultural fit: 10%

Who will be involved in the decision-making process?

[Insert response]

Will shortlisted agencies be invited to present?

[Insert response]

Will there be a preferred format for presentations or interviews?

[Insert response]

15. Final notes for agencies

Is there anything else agencies should know before responding?

[Insert response]

Are there any known risks, sensitivities or internal considerations?

[Insert response]

Who should agencies contact with questions?

[Insert response]