

Web Site Design RFP (Request for Proposal) Checklist

1: What Technology is best for your Business Needs? Is it supported by the Web Design Company you are interviewing?

- CSS Custom Design
 - CMS Solution such as Wordpress, Drupal or Joomla
 - Plug and Play Database System
 - Other? _____
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2: What Photo and Text Editor is provided to allow you to make changes to your new Web site?

3: Is the Editor suitable for your needs and is it skill-level appropriate?

Note: Are you able to test drive or learn more about the editor before you sign on with the Design Company you are interviewing?

4: How are the following VISUAL “Bells and Whistles” supported as part of your Design? We encourage you to add your own “wish list” items to discuss with the Web Design Company you are interviewing.

- How will the company accommodate your Artistic Needs?
- How involved do you want to be? Do you want to have Full Creative License? Or do you wish to be Hands off as much as possible throughout the design process?
- Will they integrate your current Reservation System Software? Or do they require you move to their Reservation software?
- Will they help you set up and integrate Social Media services such as Facebook and Twitter
- Do they offer a choice of Blogging platforms, and will they integrate your choice seamlessly into your new design.
- Do they offer Professional Photography Services?
- Do they offer a Photo Gallery option which allows you to update photos easily?
- Do they offer Static and / or Interactive Maps?
- Do they offer Tracking and Statistic Software Integration?
- Do they offer a Mobi Compliant Mobile Site Option?
- Will they integrate Video into your design and assist you to set up a YouTube Channel and teach you how to maintain it into the future.
- Do they provide Press Assistance and Suggestions for a Press Page on the Site?
- Will they integrate a Newsletter or E-Mail Gathering system of your choice and assist you on creating a Newsletter program?
- Do they use a Domain Registration account where they move, store and control your Domain Name (www.yoururl.com) in their companies' bulk account, or do they allow you to maintain administrative rights to your own Domain Name.
- _____
- _____
- _____
- _____
- _____

5: Does the Web Design Company provide integrated on-page Search Engine Optimization (SEO) integrated as part of your new design?

- Yes – Request a demonstration of Proof
- No – You'll need to hire an additional SEO company to partner with your Design Company for integrated On-Page SEO

Note: A good rule of thumb is to expect to see 20%-30% of the overall new site design cost apply to the integrated SEO portion of the design.

6: What are the expected upfront cost details?

- How will you be billed for the new design?
- Will you be asked to pay for the full cost upfront?
- Will you make monthly payments as the site is being built?
- Will you pay a deposit, then pay the final balance when the site is completed?
- Is acceptable payment by Credit Card, Check or ACH Payment?
- What is the billing Cycle for ongoing Charges?

7: What are the ongoing charges after the site is completed and loaded LIVE?

- How will you be billed for ongoing hosting and email costs?
- How is ongoing support of a CMS system or other Support items charged?
- If you are looking at a Plug and Play Monthly charge, do make sure to take the time to do the math regarding your investment over a 2-3 year period and compare it to what it would cost to pay for the design up front.
- Are there other ongoing costs in addition to hosting and email such as ongoing Marketing and SEO services, and if so what is covered as part of that fee?

8: Who retains the legal ownership of the completed design? Do you have the authority move the site, easily and in its entirety, to a new hosting company, or are you tied to the company who built your site?

- Web Design Company
- Innkeeper

Request 3 references and contact them personally.

- _____

- _____

- _____

Review the Company's Blog, Facebook, Twitter and YouTube Accounts. Also, search for Comments and Reviews Online.

We suggest you also print out RFP checklists for both Integrated On-Page SEO and Ongoing SEO and Marketing Plans to assist you in your search for the best Internet Services Company for your business.

Comparison Chart: Web Site Design Companies

	Company 1	Company 2	Company 3
	Name:	Name:	Name:
Choice of Technology			
Choice of Text / Photo Editor			
Noteworthy Visual Design Features “Bells and Whistles”			
Design Cost \$\$\$			
On-Page SEO Cost \$\$\$ Integrated into Design			
Ongoing Hosting, E-Mail, CMS Support Costs \$\$\$			
Continuing SEO and Marketing Plans Available Including Costs \$\$\$			
Domain Name Ownership			
Design Ownership			