# **Request for Proposal - Law Firm Website Design and Development for** **[*Insert Firm Name]***

##

## Our Firm & Project Goals

The law firm completes this section.

### Project Overview

The goal of this project is to craft a new website presence for [Insert Firm Name]. This new website should utilize leading functionality and design elements including:

* Site architecture, providing an excellent user experience
* Responsive design, optimized for mobile, desktop, and tablets and all modern browsers
* Fast, secure performance
* Well-designed lawyer bio pages
* Content organization, integration, and, as needed, migration and creation
* SEO on-page set-up on all key pages upon launch
* Integration of firm brand in website design
* Ongoing maintenance, hosting, and support
* [List other core project goals]

### Firm Background

Provide a brief background of the firm including:

* [Key practice areas and industries]
* [History, trajectory, plans for the future]

### Target Markets & Audiences

[Include information about your firm’s target markets and audiences, including clients, referral sources, lateral hires, students, media, etc.]

### Current Website

Include details about your current website including:

* [When it launched]
* [Significant changes to functionality since launch]
* [What is working well for your firm]
* [What aspects are not performing well for your firm]
* [What functionality must be retained and what needs to be discarded or significantly improved]

### Marketing & Business Goals for New Website

[Provide additional information about your firm’s marketing and business goals and the intended role of this website in achieving these goals]

### Brand Project Component

Please describe whether this project calls for:

1. [A rebrand, involving both a rethinking of the firm’s messaging and visual branding;
2. A brand refresh, involving an update of existing brand elements or;
3. Integration of the firm’s existing brand with the new website (no changes to existing firm messaging or visual brand aesthetic).]

### Functional Requirements

[Include details about the functionality your new website should have, including functional requirements which may be unique to your firm such as: multiple languages, payment integrations, video or podcast libraries, etc.]

### Project Budget

**[**Consider including a budget or budget range to help agencies scope accordingly.]

### RFP & Project Timeline

[Provide key project dates below.]

* Deadline for questions:
* RFP Response Deadline:
* Presentation Period:
* Selection Deadline:
* Project Kickoff:
* Website Launch:

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## Your Agency & Approach

Once the law firm reviews this section to ensure all the correct details are included, the marketing agency completes this section.

### About Your Agency & Experience

1. **Background and Competencies: [**Please provide a brief background of your agency including your ability to complete every element of this project.]
2. **Legal Industry Experience: [**Please outline your agency’s experience designing law firm websites and your legal industry experience/knowledge more broadly.]
3. **Portfolio: [**Please include examples of your work that are comparable to the scale and complexity of this project.]
4. **Project Team: [**Provide a list of the key members of your proposed team for this project. Please provide a brief bio for each team member, outlining their role and experience.]
5. **References: [**Provide at least three references, preferably from the legal industry.]
6. **Proposed Timeline: [**Please outline your proposed timeline for this project and the factors which could impact this timeline.]
7. **Proposed Budget: [**Please outline the proposed budget for this project and the nature of this agreement (e.g., flat-rate, hourly, low-high estimate, etc.). Please outline the payment terms and additional costs related to hosting and maintenance and related services necessary to accomplish the project goals.]
8. **Supporting Services: [**What other marketing/design/consulting services does your agency offer that might benefit our firm now or in the future?]
9. **Vision and Results:** [Please outline your vision for our new website and what results we can expect at the end of this project.]
10. **Website Design & Build Process: [**Please describe your website design process and project milestones including goal and scope setting, sitemap and wireframe creation, visual design, content creation and/or migration, testing, launch, and post-launch.]
11. **Project Management:** [Describe your project management process and how information about the status of the project will be conveyed.]

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### Additional Project Considerations

#### Website Features

[Please indicate your vision for the following core website features below.]

* User-experience
* Design aesthetic
* Lawyer bios
* Photography and videos
* Lead capture

#### Content

[Below, please speak briefly to your agency’s ability to manage the following and whether these tasks are included in your proposed project budget and, if not, how they would be scoped/billed.]

* Content audits:
* Migration of existing content:
* Content creation:
* Content quality review/updates:
* SEO content strategy:
* Ongoing content updates (post-launch):

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#### Required Website Functionality

We require the following in our new website. Briefly describe your ability to ensure:

* **Responsive Web Design:** [Website designed to perform on screens of all sizes.]
* **SSL (Secure Sockets Layer) Encryption**: [We require our new website to be secured with an SSL certificate.]
* **Site Speed**: [Website to be designed and optimized for fast performance.]
* **Analytics: [**Analytics integration.]
* **Website Accessibility:** [Recommended] Website accessible to Level AA requirements of the Web Content Accessibility Guidelines (WCAG 2.1).]
* **User-Friendly CMS:** [A CMS that is accessible to our lawyers and staff and that allows for easy content updates.]
* **Resource/Thought leadership:** [Ability to cross post client resources e.g. articles, publications, etc.]
* **Media:** [Easy to upload and feature media: images, video, forms, etc.]
* **SEO:** [Website optimized for performance in search engines, including through site architecture and on-page SEO elements including page titles, headers, and meta descriptions. We require the new website to include a sitemap.]
* **Bug-testing and Quality Assurance:** [Website to function on all modern devices and browsers. We require bug-testing and quality assurance prior to launch and post-launch.]
* **Navigation and Search Features:** [Website should be easy to navigate and should include search features.]
* **Site Security:** [Website requires monitoring, SSL, regular backups, theme and plugin updates, security patches, and virus/malware scans.]
* **Hosting & Ongoing Support:** [Please describe your hosting and support services, what service plans are available, and the cost of these plans.]
* [Here, the law firm lists any other website functionality required (e.g., events module, deals/cases database, etc.)]