

# Request for Proposal (RFP): Web Design Service

## Introduction:

Palladium International is seeking proposals from web development agencies to provide professional web design services. The purpose of this RFP is to solicit competitive proposals from experienced web design agencies or freelancers capable of creating a visually appealing, user-friendly, and functional website that reflects our brand identity and meets our business objectives.

## Objectives:

- 1.1.1. Design and develop a modern, responsive website that showcases our products/services and brand effectively that incorporates Welsh Translation
- 1.1.2. Create optimum user experience and engagement through intuitive navigation and interactive elements.
- 1.1.3. Increase online visibility and lead generation potential through search engine optimization (SEO) best practices.
- 1.1.4. Ensure scalability and compatibility with various devices and browsers.
- 1.1.5. Ensure the website is accessible and conforms to WCAG 2.1 standards
- 1.1.6. Hosting in a UK Datacentre that holds ISO27001 and Cyberessentials Plus certification.

## Scope of Work:

The selected vendor will be responsible for:

### 2. Discovery and Planning:

- 2.1.1. Conducting a thorough analysis of our business requirements, target audience, and customer journey.
- 2.1.2. Collaborating with our team to define project goals, scope, and timeline.
- 2.1.3. Developing a comprehensive project plan and wireframes/mockups for website design.

### 3. Design and Development:

- 3.1.1. Creating custom design concepts that align with our brand guidelines and those of the commissioner and speak to the target audience.
- 3.1.2. Developing responsive website layouts optimized for desktop, tablet, and mobile devices.
- 3.1.3. Implementing interactive elements, animations, and multimedia content as needed.
- 3.1.4. Integrating content management system (CMS) for easy content updates and management.

### 4. Content Creation and Optimization:

- 4.1.1. Assisting with content strategy and creation, including copywriting, imagery, and multimedia assets.
- 4.1.2. Optimizing website content for search engines and user engagement.
- 4.1.3. Ensuring compliance with accessibility standards (e.g., WCAG) and best practices.

### 5. SEO and Performance Optimization:

- 5.1.1. Conducting keyword research and on-page optimization to improve search engine rankings.
- 5.1.2. Implementing technical SEO enhancements for site speed, crawlability, and indexing.
- 5.1.3. Setting up analytics and tracking tools to monitor website performance and user behaviour.

### 6. Testing and Quality Assurance:

- 6.1.1. Conducting thorough testing across various devices and browsers to ensure compatibility and functionality.
- 6.1.2. Identifying and resolving any bugs, errors, or usability issues.
- 6.1.3. Implementing security measures to protect against vulnerabilities and threats.
- 6.1.4. Providing training and documentation for website administration and content management.
- 6.1.5. Offering ongoing support and maintenance services as needed.

7. Deliverables:

- 7.1.1. Custom website design concepts and mock-ups.
- 7.1.2. Fully developed and functional website with CMS integration.
- 7.1.3. Optimized content and multimedia assets.
- 7.1.4. SEO strategy and implementation documentation.
- 7.1.5. Training materials for website administration.
- 7.1.6. Ongoing support and maintenance plan.

8. Vendor Qualifications:

- 8.1.1. Demonstrated experience in designing and developing professional websites for businesses in similar industries.
- 8.1.2. Strong portfolio showcasing creative design concepts, responsive layouts, and user-friendly interfaces.
- 8.1.3. Proficiency in web design technologies and tools (HTML5, CSS3, JavaScript, etc.).
- 8.1.4. Expertise in SEO best practices and performance optimization techniques.
- 8.1.5. Excellent communication, collaboration, and project management skills.

## Proposal Submission:

Please submit a proposal of no longer than 4 pages of A4 plus accompanying diagrams (e.g. Gantt Charts) by addressing points 9 through to 9.7 below.

Interested Website Development organisations are requested to submit their proposals electronically to Karl Crossley [karl.crossley@thepalladiumgroup.com](mailto:karl.crossley@thepalladiumgroup.com) no later 15<sup>th</sup> March 2024 by 17:00 GMT.

9. Commercials - We are seeking proposals before analysis of the process. To gain a fair benchmark on commercials we would like you to price up a website of medium complexity with 7 pages and a webform where people can refer themselves or others. This needs to be integrated into a Case Management System. Assume the whole project takes 8 weeks. Please break down the day rates of different capabilities e.g. developer, business analyst, project manager and indicate the level of input from any roles detailed.

- 9.1. Please also include clear commercials for hosting and ongoing support over 4 years and service level agreements that would be provided

- 9.2. Company profile and relevant experience in Web Design implementation.
- 9.3. Case studies or examples of successful Web Design projects.
- 9.4. Approach and methodology for this project, including timeline and milestones.
- 9.5. Detailed breakdown of costs and pricing.
- 9.6. The attached Palladium Standard Technical Requirement doc
- 9.7. References from past clients.

10. Evaluation Criteria: Proposals will be evaluated based on the following criteria:

- Experience and expertise in web design implementation.
- Alignment with project objectives and scope of work.
- Approach and methodology for web design implementation.
- Cost-effectiveness and value proposition.
- Client references and testimonials.
- Terms and Conditions:

11. Palladium International reserves the right to accept or reject any proposal, to waive any irregularities, and to award the contract in whole or in part if deemed in the best interest of the company. The selected vendor will be required to enter into a formal agreement outlining the terms and conditions of the engagement.

## Clarification or Queries

12. For inquiries or clarification regarding this RFP, please contact:

Karl Crossley [karl.crossley@thepalladiumgroup.com](mailto:karl.crossley@thepalladiumgroup.com)

We are happy to take clarification questions up until 5pm on the 8<sup>th</sup> March 2024 but all questions and answers will be shared anonymously with all bidders.