

## Web Site Redesign – Request for Proposal

RegScan is issuing a Request for Proposal for a website redesign. The scope of this project is to freshen up a stale layout and give [www.regscan.com](http://www.regscan.com) an updated look. Additionally, we need to improve the navigation structure to make the site more user-friendly. All existing content on [www.regscan.com](http://www.regscan.com) must be incorporated into the new site. **No corporate or product logos can be altered in ANY way.** Thus, the layout and design must be complementary to existing corporate art elements.

The successful bidder shall create a sample website containing the following elements to submit to RegScan for review:

1. A homepage concept
2. A product/promotional page concept
3. A contact form
4. A proposed navigational structure

The following conditions **MUST** be met in order to be considered for this project:

1. Site must be designed using a Dreamweaver website template, as that is what we use to make most web edits.
2. Site must be designed in mobile-friendly manner. It must support desktop computers, tablet computers and smartphones.
3. Site must have online contact forms that potential customers can fill out so we can capture their contact information.
4. Contact forms must be mobile-friendly.
1. RegScan staff **MUST** to be able to manage all maintenance in-house. We cannot contract out every single change to a third party. Our products and services are constantly changing, and we simultaneously support various marketing efforts.
- 5. No corporate or product logos shall change.**
6. **ALL** existing content from [www.regscan.com](http://www.regscan.com) **shall** be incorporated into the new site. We will make editorial decisions after the new design is implemented.
7. The following links must be prominent on the homepage:
  - Customer Login
  - Customer Support
  - Schedule a Demo
  - Site Search
  - International Services
8. Artwork budget – A maximum of \$1,500 can be billed to RegScan for the purchase of stock images.
9. Language codes for auto-translate must be enabled.

Please note that the RegScanONE user interface is currently available in English, French, German and Spanish. The Portuguese interface is in development.

### **Ideal features:**

1. Preferred layout would include a slideshow running across the top highlighting four to five of our most relevant promotions.
2. Multilingual graphics that would automatically load once a new language is detected
3. New graphics designed in such a way that text can be loaded in the local language.

### **Technical Specifications**

2. Domain will be [www.regscan.com](http://www.regscan.com)
3. Site must support desktops, tablets and smartphones
4. Home page must have a customer login to allow access to customer validation page
5. All content now on the site must exist on the new site
6. No Corporate or Product logos can change
7. Web Site must run Windows and IIS
8. RegScan staff shall have full access to maintain site without purchasing any additional specialized software.
9. Home page needs to load in under 30-seconds, 10 would be better
10. Site must be spider friendly
11. Specialized landing pages must exist, and the addition of new pages must be easy. Our products and services are constantly changing, and we support various marketing efforts.
12. Must have a site search facility
13. Google Analytics must be enabled

### **Optional Items**

1. Site is multilingual automatically
2. Site should support self-serve marketing
3. Use of specialized sites would be considered, such as by language

### **Recommendations**

To assist you in this process, we recommend that you review the web sites of some of our corporate partners and competitors to familiarize yourself with current design trends in our industry.

- <http://www.erm.com/>

- <http://enablon.com/>
- <http://www.intellex.com/>
- [www.bna.com](http://www.bna.com)
- [www.enhesa.com](http://www.enhesa.com)

The deadline for Submission is Nov. 30, 2015, with the anticipated “Go Live” date of January 15, 2016. Please submit your bids and a detailed price estimate via Email to either Heidi Ruckno or Robert Lang by 5 p.m. EST on Monday, Nov. 30.

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Should you have any questions or need clarification on the contents of this RFP, please forward them via Email to Heidi Ruckno or Robert Lang.