

REQUEST FOR PROPOSALS: WEBSITE DESIGN & DEVELOPMENT

We are a stealth-mode startup starting a new service called Urban Yield with secured funding. We are seeking proposals from web developers to design and build our website.

RFP Issue Date: March 20, 2017

RFP Responses Due: April 10, 2017 (5 PM Eastern Time)

Project should be started soon after the RFP deadline.
The website should be ready by end of August 2017.

All questions and proposals should be emailed to:
urbanyield@protonmail.com

About Urban Yield

Urban Yield is a grassroots service connecting urban farmers, organic gardeners, artisan chefs, and food enthusiasts. Our focus areas are: urban/organic farming best practices, organic food gardening – fruits and vegetables, herbs, heirloom seeds, and cooking recipes.

Required Features

1. Responsive design – can be viewed on mobile and desktop devices
2. Secure login for user accounts
3. Easy-to-update content
4. eCommerce
 - 4.1. We plan on selling multiple products
 - 4.2. We also plan to offer membership/subscriptions
 - 4.3. We will need a secure and easy-to-update store
5. Branding (i.e. logo, color scheme, etc.)
6. Image and video galleries
7. Extensive social media integration
8. Blog
9. Newsletter signup feature
10. SEO & detailed analytics

Proposal Requirements

- Company overview
- Web design & development strategy for this project
- Recommended CMS and justification
- Recommended approach for social media engagement
- At least two client references
- Examples of previous work with a similar scope
- Hosting Solution
- Budget – including hosting fees and one year maintenance agreement
- Timeline