

NEW WEBSITE PROJECT OUTLINE

you should talk to.

10

Details to Define Before Engaging a Third Party to Build it

1 OVERVIEW

Include important details of the project from a high level. What are you trying to accomplish overall?

2 COMPANY

Introduce your company with enough detail so that someone who has never heard of it would have a solid understanding.

3 AUDIENCE

Who are you trying to attract to your site? Who should it speak to? Are there multiple targets and audiences?

4 OBJECTIVE

What is the main goal of the new site? Sales? Education? Email acquisition? Demo requests?

5 CURRENT WEBSITE

Be honest here. What do you like about your site now? What do you hate? What doesn't work for your biz? Is the content transferrable?

6 NEW FUNCTIONALITY REQUIREMENTS

What functionality **MUST** be on the new website? If you need help defining this, lean on any technical internal resources.

>> AND IF IT'S AN E-COMMERCE SITE...

List out quantities of products, SKUs, etc. Do you have third party(ies) that need to be integrated, like an ERP, payment processor, etc.?

7 NEW SITE NICE-TO-HAVES

What functionality would be nice to have on the site, but will probably be contingent on budget and other resources?

8 BUDGET DETAILS

Speaking of budget, what is it for this project? Does your company have any requirements for payment terms?

9 RFP SUBMISSION REQUIREMENTS

How and in what format do you want vendors to submit proposals? Standardizing this process will make it much easier for you to evaluate third parties apples to apples.

10 PROJECT TIMELINES

Is there a deadline for this work? When are you targeting to make a vendor selection? When is your kickoff goal?

YouShouldTalkTo pairs brands and marketers— for free— with vetted agencies and/or freelancers for marketing and tech needs. Learn more at [YouShouldTalkTo.com](https://www.youshouldtalkto.com)

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What functionality **MUST** be on the new website? If you need help defining this, lean on any technical internal resources.

(And if it's an ecomm site, list out quantities of products, SKUs, etc. and any needed integrations with third parties like an ERP or payment processor.)

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