



A website tender document; what to include?

Jim Byrne: Accessible Website Design

Suggested content:

- Provide a description of your organisation and the services you offer.
- Provide a summary of the reasons why you would like a new website design. Perhaps outline the weaknesses of the current website and features you would like on the new website.
- Describe the target group for your services and website, including their needs. How does your new website intend to serve the needs of your target group?
- Provide an example site structure and a summary of the content that will be on the site. However, don't get too attached to your proposed site structure; assume that the web developers you choose will suggest a different structure or a different way to organise the site content; it is their expertise after all that you are paying for.
- List any dynamic functionality you would like included. For example:
 - Video
 - Photographs
 - Illustration
 - Social media integration (i.e. Facebook badges, Like buttons, Twitter feeds)
 - Contact forms
 - Booking forms
 - Newsletter integration (e.g. subscribe for our newsletter)
 - Discussion forum
 - Events calendar
 - RSS (Really Simple Syndication) feeds
 - Blogs

- Online surveys
 - Accessibility information/toolbars
 - Password protected members area
- Are you expecting the vender to include time/cost of carrying out:
 - Usability/accessibility testing?
 - Search Engine Optimisation (SEO)
 - Training?
- Will you need:
 - Visitor statistics?
 - A print style sheet?
- Include information about how how the contract will be awarded, for example, will there be interviews/presentations? On what basis will you be judging those who put in a tender?
 - State that the finished website must comply with any legal requirements; for example, it should be accessible to disabled people.
 - State the accessibility requirements; In general this means adherence to WCAG 2 - minimum level 2 and that the vender should have an awareness of BS 8878.
 - Provide information about your design and branding, such as colour schemes, logo's, fonts.
 - Provide a list of appropriate website that you like and what you like about them.
 - Say what information should the tendering company should provide about themselves?
 - Provide a proposed timeline for the web design project?
 - Provide information about any specific website hosting requirements/ expectations – if you have them.
 - Provide information about any specific website content management requirements if you have them.

- Say whether you want to manage the website yourself or if you expect the web design company to do the updates.
- Provide a closing date for tenders to be put in.
- Provide a main contact person for the website tendering process. Say whether those putting in a tender are allowed to get in touch or ask questions? If answers are given, say whether, or not, they will be shared with the other tendering companies?
- is there any particular format the tender documents should be in (for example, MS Word/PDF).

This information is provided by Accessible Website Design Glasgow

When you have finished writing your tendering document why don't you send a copy to webdesign@jimbyrne.co.uk; we would be delighted to respond to your proposal.

We are hugely experienced, award winning web developers. [Read what our clients say about how we have helped them meet their aims.](#)