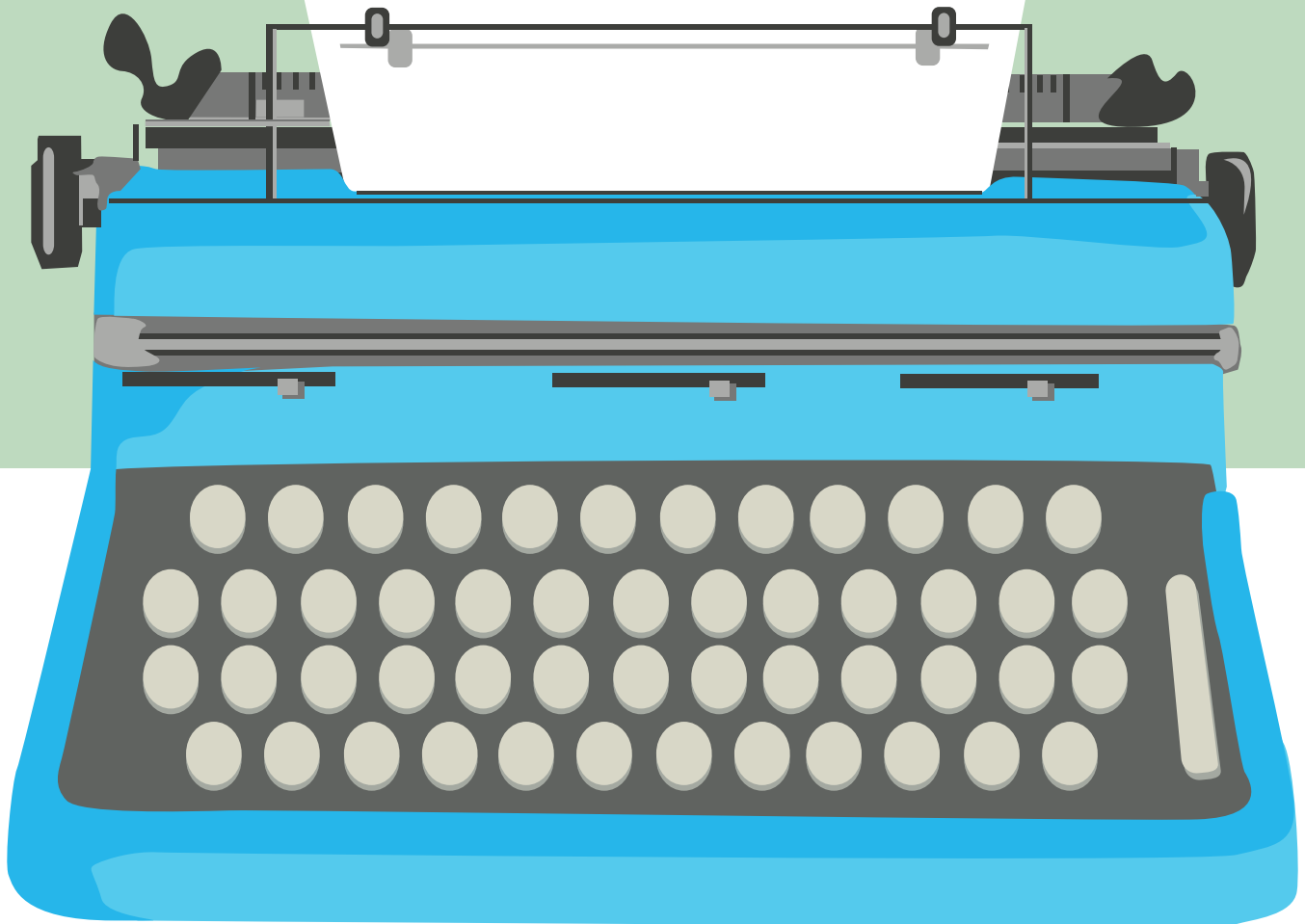


HOW TO WRITE A
RFP / RFPQ
FOR YOUR LIBRARY
WEBSITE



BROUGHT TO YOU BY:



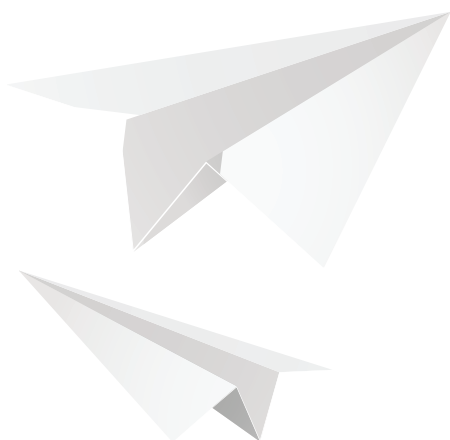
Excited about a new website for your library but unsure of the formal RFP process?

DON'T WORRY, WE ARE HERE TO BREAK IT DOWN FOR YOU!



WHAT IS A RFP/RFQ?

A request for proposal (RFP) or request for quote (RFQ) is a multi-page document that solicits a proposal by an agency to complete the services you wish to be done. Within the request, you will outline the problems, budgets, and the work that you want completed. The requests are then posted publicly or sent to various agencies who may show interest in submitting a business proposal or quote. From there you are able to select the vendor that you believe will be the best fit for your needs.



SHARING YOUR RFP/RFQ

RFPs can be sent through mail or email, depending on the preference of your library. Sending the proposal to multiple companies can expand your options when it comes to picking the best team to cater to your needs. Limiting the proposals to only large and well-known companies can restrict your chances of getting valuable responses.



NOW WHAT?



To ensure that you receive an excellent final product and an engaging experience, here are a few tips on what to include in your request. Follow these guidelines when writing an RFP for your new library website.





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01 OVERVIEW

Describe your library by including its purpose and values. Providing vendors with general background information and your mission statement can help them understand your culture as an organization. This will allow agencies to come up with the best recommendations that fit your library's standards.



How big is your library? What is its role in your community? Is there anything unique that sets you apart from others?





WHAT ARE YOUR GOALS?

Focus on what is not working on your current library website. Try to articulate what the site is lacking, common frustrations and overall pain points. Stating the problems can help the developers articulate the best and most suitable solutions for you.

Analyze what you wish to achieve with a new website design. Then, visualize the solutions you think will make the redesign process successful, such as improved navigational hierarchy, live search, etc. **It is important to consider how your site will function, and not just how your site will be displayed.**

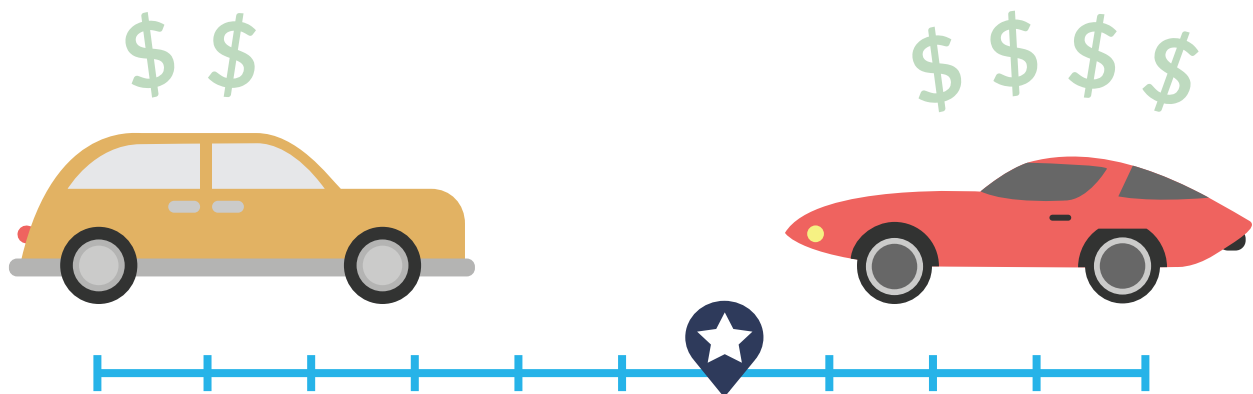
WHO ARE YOUR USERS?

What type of users do you intend to attract and how will your website serve them? Think about the members of your community and their most common needs. If you have multiple users, you may need multiple sections of your site to cater to each of them. For example a kids and teens page that integrates the social channels kids know and love. The goal of a successful library website is to be user-friendly and accessible to all patrons.



02 YOUR BUDGET

Explicitly stating a price range that you are willing to spend on the project will save time for yourself and vendors. Seeing a price point laid out will let them know if they are capable of completing what you want and if it is worth following through with a proposal. A good website can vary drastically in price depending on the quality and the scope of work. Similar to buying a car, you can get a functional website for anywhere from \$5,000 to \$500,000. A clear budget helps vendors understand what services they can provide at that price. For example if you were buying a car, providing a dealer with your budget will help them narrow down the brands of cars and features to show you.



BE OPEN & HONEST

If your budget is lower than the cost of the work you want done, most vendors will work with you to prioritize the most important services to execute to ensure you do not spend unnecessary resources. If you have an additional budget for other assets such as photographs, illustrations, logos & branding, software licenses, or other services, be sure to include that in this section.





04 DEADLINES & CONTACTS

WHEN DO YOU NEED IT BY?

Think about the ideal date that you want your website to be launched by. Are there any specific dates for campaigns or events for which you need the new site live? Mentioning a deadline will help agencies figure out what can be done in your timeframe, and what will take priority when it comes to the design and development process. You can ask vendors to provide a timeline to get an idea of how soon they can produce the work.

WHO WILL BE INVOLVED?

Usually the writer of the RFP serves as the project lead and primary contact. If there are more parties involved, please specify their role, experience, and anticipated contribution. It is helpful for the vendor to know who to contact about different aspects of the project. Keep communication open during your RFP process to find the best solution for your library.



05 REQUIREMENTS

This is the section where you will go in depth and elaborate on the details of your project. Knowing exactly what it is that you are looking for will allow vendors to accurately estimate a time frame and budget. Describe all the services you would like done for your website, such as:

CONSULTING REQUIREMENTS

Take into consideration any other work you would like the vendor to factor into the project scope. Is there anything additional you want or expect them to do? Some examples include:

- PROJECT MANAGEMENT
- STAFF TRAINING
- COPYWRITING
- VISUAL DESIGN
- SEARCH ENGINE OPTIMIZATION
- MOBILE DEVICE OPTIMIZATION
- TESTING & QUALITY ASSURANCE
- NAVIGATION & CONTENT STRATEGY

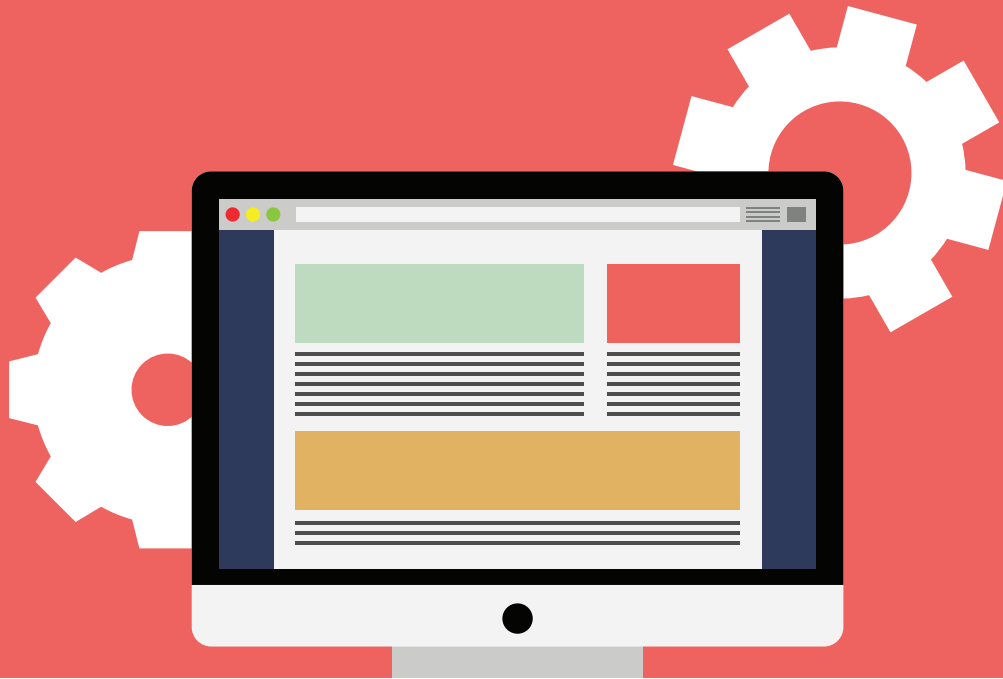


TECHNICAL REQUIREMENTS

This will help vendors understand the bigger picture of what needs to be done, and if there will be any third-party integrations required. Some examples of technical requirements you may need to include could be:

- ACCESSIBILITY
- LANGUAGE
- TRANSLATION
- SOCIAL MEDIA INTEGRATION
- ONLINE FORMS
- ANALYTICS
- WEB INTEGRATIONS (BOOK LISTS, ROOM BOOKING)
- MOBILE RESPONSIVE DESIGN
- CONTENT MANAGEMENT SYSTEM
- EVENT MANAGEMENT SYSTEM
- PAYMENT PROCESSING
- FILE MANAGEMENT





06 EXAMPLES

WHAT DO YOU LIKE?

Providing specific examples of other websites you admire will give potential vendors a better idea of your vision. Whether it be an entire website design or a specific element, developers can take those thoughts into consideration when it comes to understanding your preferences. The examples do not have to be other library websites, however it is helpful for vendors to see other sites that present similar content functionality.

WHAT HAVE THEY DONE?

Now that you know what features you like and sites you want to emulate, see if the vendor does similar work. Be sure to require examples of comparable projects the vendor has completed recently and see if they are in line with what you need.





07 TRAINING & HOSTING

TRAINING OR USER MANUAL

Want to ensure staff members can update the new site themselves after launch? Think of asking for some type of training or user manual to help with on-boarding and website upkeep.

WEB HOSTING

Are you familiar with any web hosts? Hosts can vary widely when it comes to support, speed and reliability. If you are unsure what host you would prefer to use, ask the vendors to recommend one for you that would best suit your needs and budget.

ONGOING SUPPORT

Once your website is launched, that's just the beginning. See if your chosen vendor offers an ongoing retainer program for additional services to help maintain your site. Support, training, updating and marketing are all features that they should be glad to provide.



08 CONCLUSIONS

FINAL REQUIREMENTS

Selecting the best company to work on your project may require certain criteria. For example, you may want to learn more about each RFP recipient to ensure you are choosing the best team as your partner. State your requirements clearly so you have everything you need to make a selection. You can specify items to include in a response, such as:

- COVER LETTER
- REFERENCES & CONTACT INFO
- WORK PLAN & TIMELINE SCHEDULE
- PROJECT BUDGET BY LINE ITEM
- EXCLUSIONS OR EXCEPTIONS



CRITERIA FOR SELECTION

Let your vendor know exactly how you plan to make your decision. What factors will weigh most heavily on the selection process? Some of these typically include:

- DEMONSTRATED KNOWLEDGE & EXPERIENCE IN THE FIELD
- UNDERSTANDING OF USABILITY & WEB DESIGN BEST PRACTICES
- ABILITY TO MEET DEADLINES & OPERATE WITHIN BUDGET
- RECOMMENDATIONS FROM PAST CLIENTS



NOW YOU ARE READY!!!

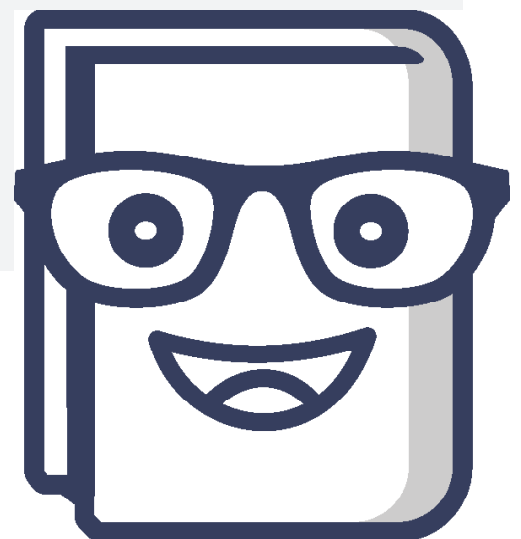


THANK YOU!

We love working with libraries and congratulate you on taking the time to prepare for the road ahead. We have seen RFPs/RFQs of all shapes and sizes. Often they are missing what we would highlight as key considerations. Therefore, we put together a document that covers all of the bases. Your library may have more complex goals that fall outside of this basic outline; so be sure to be clear about your unique needs.

We hope you found this resource informative and useful as you start your planning process. Please visit meetlibby.com for more resources including a sample of our library work, which we hope will provide you with some creative inspiration.

Wishing you the best of luck,
The Libby Team!





Libby is our top-notch solution for libraries wishing to become more accessible to their patrons. Libby helps libraries expand their outreach by utilizing and taking advantage of today's modern technology. Libby's many solutions are advanced resources that have been developed to improve the library's technology which has been unfortunately (and drastically) ignored and overlooked.

SOME OF OUR WORK

