
Request for proposal (RFP)

B&D website redesign & replatform Built for 2026 and beyond

RFP release date: Monday, 10/27/2025

Proposal due date: Friday, 11/21/2025

Budget target: ~\$50,000 USD (services)

Projected project window: January – April 2026 (~12-16 week window)

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TARGET WEBSITE LAUNCH: Q2 2026

1) About B&D's website (www.bdconnect.com)

B&D is a development advisory and program management firm seeking to modernize its ~ 6-year-old website currently running on a pared-down version of WordPress. The existing site is not keyword-optimized for search or chatbot/AI discovery, and it lacks contemporary performance, accessibility, privacy, and conversion capabilities. We are soliciting proposals from qualified agencies to design and develop a futureproof website that elevates our brand, improves UX, optimizes for discovery, and drives measurable business outcomes. As B&D continues to expand its national footprint through strategic growth and M&A activity, the new site must be flexible enough to reflect our evolving brand, integrate new services and teams seamlessly, and support a unified digital presence across the firm.

2) Project goals & success criteria

2.1 Goals

- Refresh brand expression and credibility with a modern, accessible design system.
- Improve lead generation and conversion (e.g., RFP/RFQ requests, contact requests, newsletter signups).
- Establish a scalable content model and CMS that empowers non-technical editors.

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- Make the site "AI-ready" for discovery in LLMs and on-site semantic search.
 - Achieve strong organic visibility via technical SEO, IA, and content optimization.
 - Reduce total cost of ownership with robust performance, security, and DX (developer experience).
 - Provide ability and ease of creating subdomains for campaigns, microsites, and regional initiatives.
 - Enable dynamic content display based on user geographic location to improve relevance and engagement.

2.2 Success metrics (targets)

- Core Web Vitals: LCP $\leq$ 2.5s, INP $\leq$ 200ms, CLS $\leq$ 0.1 on mobile for key templates.
- Performance budgets: initial page weight $\leq$ 1.5 MB for top templates; $\leq$ 100 KB critical CSS/JS.
- SEO: +30–50% year-over-year growth in qualified organic sessions within 6–9 months of launch.
- Conversion: +25% increase in primary conversions within 3 months of launch.
- Accessibility: WCAG 2.2 AA conformance for all templates.
- Editing velocity: new page creation in $\leq$ 30 minutes by trained editors without developer support.

3) Scope of work

3.1 Strategy & discovery

- User research (lightweight): interviews or surveys, heuristic review, and task analysis.
- KPI framework and measurement plan aligned to goals above.

3.2 Information architecture & content

- Sitemap and navigation strategy (mega-nav if applicable).
- Content model definition (page types, blocks/modules, taxonomies).
- On-page SEO playbook (titles, meta, headings, internal links).
- Structured data plan (JSON-LD) for key content types (Organization, Article/Blog Posting, FAQ Page, Product/Service, Event, Video, etc.).
- AI/LLM-readiness: content guidelines for retrieval, consistent schema, FAQ and pillar/cluster strategy, and embeddings-friendly content structure for future semantic search.
- Subdomain strategy: ensure ease of creating and managing subdomains for campaigns, microsites, and localization.
- Geo-targeted content strategy: define rules and templates for region-specific or localized content based on user geographic location.

3.3 UX & visual design

- Modern component library/design system (tokens, color/typography, states).
- Responsive layouts and templates for home, top-level, detail pages, blog/news, resources, landing pages, legal, search, 404.
- Interactive components (accordions, tabs, modals), forms, and micro-interactions.
- Accessible patterns (focus states, contrast, keyboard and screen reader support).
- Support for localized UI elements (language switchers, location-aware content modules).
- Design QA against dev builds.

3.4 Technical architecture & development

- CMS selection: improved WordPress (block editor) **or** headless (e.g., WordPress headless, Contentful, Sanity) with a modern front-end (e.g., Next.js/Remix/Nuxt); recommend based on B&D needs.
- Static/SSR strategy for speed and SEO; CDN integration; image optimization (WebP/AVIF); lazy-loading; responsive images.
- Performance optimization (code splitting, critical CSS, caching); performance budget enforcement in CI.
- On-site search: baseline indexing + optional semantic search (vector index) with synonyms and typo tolerance.
- Forms and integrations (CRM/marketing automation, email, webinar platforms, analytics). This website must be architected to ensure interoperability with a future customer relationship management (CRM) system, to be selected by B&D post-launch. **All website form data (e.g., contact, RFP/RFQ, newsletter sign-ups) must be designed to flow automatically and securely into the CRM via API or middleware once the platform is identified.**
- Role-based permissions, editorial workflows, preview, and versioning.
- Subdomain configuration: straightforward process for provisioning, theming, and maintaining subdomains without complex technical intervention.
- Geo-targeting capability: implement reliable methods (IP detection, browser locale, consent-based geolocation) to serve localized or region-specific content.

3.5 Data, privacy & security

- Consent management (GDPR/CCPA/CPRA et al.) and cookieless analytics options.
- Security hardening (WAF/CDN, least-privilege access, security headers, backups).
- Uptime target $\geq 99.9\%$; monitored error tracking and logging; incident playbook.
- Privacy-first geo-targeting implementation that respects user consent and avoids invasive tracking.

3.6 Migration & redirects

- Content inventory and migration plan (manual + automated).
- URL mapping and 301 redirects to preserve authority.
- QA checklist for broken links, images, embeds, and metadata.

3.7 Quality assurance & launch

- Cross-browser/device QA, accessibility testing (automated + manual), and performance verification.
- Staging, UAT, soft-launch window, and go-live plan with rollback.
- Post-launch monitoring (30–60 days) and optimization sprint.

3.8 Training & documentation

- Editor training sessions, content guidelines, workflow documentation, and runbooks (deploy, rollback, backup/restore).
- Geo-targeted content management: training on how to configure and publish localized experiences.

3.9 OPTIONAL: Ongoing website management and maintenance

- The selected vendor has the option to include an additional quote for ongoing maintenance and management support under a separate annual service agreement. This may include CMS updates, security patches, uptime monitoring, performance optimization, or minor content or feature enhancements.

4) Detailed requirements

4.1 Accessibility

- Conform to WCAG 2.2 AA; provide an accessibility statement template and remediation log.
- Include manual testing with screen readers (NVDA/VoiceOver), keyboard-only, and color-contrast checks.

4.2 Performance & reliability

- Meet the Core Web Vitals targets listed; Lighthouse mobile ≥ 90 for performance and ≥ 100 for best practices on top templates.
- CDN, caching, HTTP/2 or HTTP/3, preconnect/preload where appropriate; zero render-blocking 3rd-party scripts where avoidable.

4.3 SEO & AI-readiness

- Technical SEO: canonical tags, robots directives, XML/HTML sitemaps, hreflang (if needed), breadcrumb markup, pagination best practices.
- Structured data: implement JSON-LD via CMS components; validate with automated tests.
- Content: keyword research, content briefs for priority pages, internal linking plan.
- AI/LLM: ensure clean, well-structured, consistently tagged content; generate FAQ and glossary modules; provide a content export (JSON/CSV) suitable for future vectorization/RAG; include robots policies for AI crawlers where applicable.
- Geo-targeting: support region-based content variants, localized metadata, and SEO best practices for internationalization.

4.4 Analytics & measurement

- GA4 (or privacy-centric equivalent) with events for scroll depth, CTA clicks, forms, video, search; server-side tagging optional.
- Dashboards for KPIs; automated weekly and monthly reporting templates.
- Cookie consent integration with region-based triggers.
- Analytics segmentation by user geography to measure geo-targeted content performance.

4.5 CMS/editorial

- Role-based access; custom content blocks; media library with compression and focal points.
- Preview links, scheduled publishing, archive rules, and version history.
- Content governance: metadata fields, authorship, review/approval workflows.
- Subdomain management: ability for administrators to easily create, configure, and manage subdomains (e.g., campaign.bdconnect.com, region.bdconnect.com) directly within the hosting/CMS environment, without requiring developer support.
- Geo-targeted content controls: editors can assign location rules to modules or pages, with fallbacks if targeting is unavailable.

4.6 DevOps & hosting

- Git-based workflow; CI/CD with automated tests (linting, unit, visual regression, accessibility, performance gates).
- Environments: dev/stage/prod with content sync plan.
- Backups: daily (RPO ≤ 24h) and recovery (RTO ≤ 4h) definitions.
- Security: dependency scanning, secret management, MFA for admin access.
- B&D is also seeking a recommendation for a **new website hosting provider**. The hosting solution must support the creation and management of an **unlimited number of subdomains** (e.g., campaign.bdconnect.com,

region.bdconnect.com) without requiring developer intervention. The selected vendor should include **hosting recommendations** as part of their proposal and plan for implementation during the development phase.

4.7 Integrations (as applicable)

- CRM/MA: Vendors must ensure that the website's data architecture and forms infrastructure are CRM-ready—capable of securely transmitting and syncing structured lead and contact data with any modern CRM (e.g., Unanet, TrebleHook, or equivalent) without significant redevelopment effort.
- Email/SMS providers, webinar platforms, event tools.
- Search, DAM, chat, scheduling, and social platforms.
- Re-use existing licenses where possible; identify any new third-party costs.

5) Deliverables & milestones

1. **Discovery & strategy:** research synthesis, KPI plan, IA brief.
2. **Sitemap & content model:** annotated sitemap, content types, taxonomy.
3. **Wireframes & design system:** low-fi wires, high-fi UI, component library, motion/interaction specs.
4. **Technical architecture:** CMS decision memo, hosting plan, data/privacy plan.
5. **Build:** templates, components, integrations, migrations, redirects. Demonstrate proof-of-concept or test connection for CRM data flow readiness (stub endpoint acceptable if CRM not yet selected).
6. **QA & accessibility:** test reports, remediation log, performance report.
7. **Training & documentation:** editor training, admin guide, runbooks.
8. **Launch & hypercare:** go-live execution, 30–60 day monitoring, optimization fixes.

6) Budget & pricing structure (target ~\$50,000)

Provide fixed-fee pricing per phase and a total not to exceed ~\$50k for base scope. Itemize optional add-ons separately.

Example allocation (for guidance only):

- Discovery & strategy: \$6,000–\$8,000
- IA, content model & SEO foundations: \$7,000–\$9,000
- UX/UI design & design system: \$10,000–\$12,000
- Development (frontend, CMS, integrations): \$16,000–\$20,000
- QA, accessibility & performance hardening: \$4,000–\$5,000

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- Training, documentation & launch support: \$3,000–\$4,000
Estimated base total: ~\$50,000 (services)

Optional add-ons (price ranges):

- Advanced semantic search (vector DB + tuning): \$5,000–\$12,000
- Content writing (per 1–2k words/page): \$500–\$1,200
- Ongoing optimization retainer (monthly): \$2,000–\$6,000
- Annual pen test & quarterly security assessment: \$3,000–\$8,000

Specify all assumptions, excluded costs (e.g., hosting, third-party licenses, fonts, stock), and change-request rates.

7) Project timeline

- Discovery & strategy: 2–3 weeks
- IA & content model: 2 weeks (overlaps with research)
- UX/UI design: 3–4 weeks
- Development: 4–6 weeks
- QA, accessibility & performance: 1–2 weeks
- Launch & hypercare: 2–4 weeks

Total duration: 12–16 weeks

8) Vendor qualifications

- 10+ years designing and developing marketing websites with CMS expertise (WordPress and at least one headless CMS).
 - 5+ years of experience serving clients in the architecture, engineering or construction fields
 - Two to three relevant case studies and three client references in the AEC space.
 - Demonstrable success improving Core Web Vitals, SEO growth, AI searchability and conversion rates.
 - Accessibility experience with WCAG 2.2 AA and documented testing approach.
 - Strong DevOps and security practices; examples of CI/CD and environment setups.
 - Familiarity with AI/LLM content readiness and structured data at scale.
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9) Proposal format & submission requirements

Please structure proposals as follows (PDF + links to live work):

1. Executive summary and understanding of B&D's goals.
2. Approach & methodology per scope areas (strategy, IA/content, design, dev, SEO/AI, analytics, accessibility, QA).
3. Detailed timeline with milestones and staffing plan.
4. Technical stack recommendation with rationale (WordPress vs. headless) and hosting plan.
5. Risk register and mitigation plan.
6. Accessibility & performance plans with target metrics and test tools.
7. Analytics & measurement plan with sample dashboards.
8. Pricing by phase (fixed), add-on menu, and detailed assumptions.
9. Team bios and relevant case studies.
10. References and contact details.
11. Signed acknowledgement of requirements and terms.

Submission:

- **QUESTIONS:** Follow-up questions may be submitted to marketinginfo@bdconnect.com by Friday, 11/7/2025, 12pm
- An anonymized Q&A addendum will be shared with all bidders on Wednesday, 11/12/2025, by 5pm
- **PROPOSAL DEADLINE:** Friday, 11/21/2025, 5pm ET.
- **SUBMISSION:** Upload them [here](#).

10) Evaluation criteria & scoring

- Understanding of goals & quality of approach: **25%**
- Technical solution & future-proofing: **20%**
- Design capability & accessibility: **15%**
- SEO/AI strategy & content model: **15%**
- Team experience & relevant case studies: **10%**
- Budget realism & value: **10%**
- Timeline feasibility & risk mitigation: **5%**

Shortlisted vendors may be invited to a 45-minute presentation and Q&A.

11) Legal & commercial terms

- Ownership: Upon final payment, B&D owns deliverables, code (excluding open-source and vendor tooling), and design assets.
- Open-source: Must use permissive licenses; disclose dependencies.
- Confidentiality & data protection: Mutual NDA; adherence to applicable privacy laws.
- Payment terms: [e.g., 20% kickoff, milestone completion percentages TBD]
- Warranties: 60-day defect warranty post-launch; SLAs for critical issues during hypercare.
- Change control: Written change requests with impact on scope, timeline, and cost.

12) Proposal checklist (for bidders)

- ☐ Executive summary
- ☐ Approach & methodology
- ☐ Timeline & staffing
- ☐ Technical stack & hosting plan
- ☐ OPTIONAL proposal for ongoing management/maintenance
- ☐ Accessibility & performance plan
- ☐ SEO & AI readiness plan
- ☐ Analytics & measurement
- ☐ Detailed pricing & assumptions
- ☐ Case studies & references
- ☐ Signed acknowledgement

Appendix A: Technical acceptance criteria

- **Performance:** LCP $\leq$ 2.5s, INP $\leq$ 200ms, CLS $\leq$ 0.1 (mobile, P75).
- **Accessibility:** WCAG 2.2 AA; zero critical violations (axe) and documented manual test pass.
- **SEO:** Valid structured data for all eligible templates; XML sitemap auto-updates; no major crawl errors.
- **Security:** Security headers (CSP, HSTS, X-Content-Type-Options, etc.), MFA for admin users, least-privilege roles.
- **Reliability:** 99.9% uptime target; monitored logs/alerts; defined backup/restore plan.
- **Editing:** Authors can create/publish a new standard page using components without code in $\leq$ 30 minutes.

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- **Docs & handoff:** Admin & editor guides delivered; repo access, CI/CD pipeline, environment documentation.

Appendix B: Optional AI/semantic search (scope outline)

- Define content embedding strategy and vector index.
- Configure semantic search with fallback to keyword; analytics on zero-result queries.
- Tune ranking and synonyms; evaluate guardrails and privacy.
- Provide instrumentation and A/B test plan for search UX improvements.