



## **Request for Proposal EcoHub Website Development**

### **Project Summary:**

EcoHub is seeking proposals from qualified web development firms to design, develop, and support a new e-commerce website. The website will serve as an online marketplace dedicated to eco-friendly, sustainable products. The platform should be built on WordPress with WooCommerce integration to ensure a robust, user-friendly shopping experience.

### **About EcoHub:**

EcoHub is a visionary company committed to making sustainable living easy and accessible. We provide a diverse range of eco-friendly products and support local farmers who engage in organic farming practices. Our goal is to create a seamless online shopping experience that promotes environmental responsibility and sustainable practices.

**Contact Information:** Zachary Brooks - Project Manager

**Email:** [zbrooks@ecohub.earth](mailto:zbrooks@ecohub.earth)

### **Budget:**

- Budget: \$40,000
- Breakdown: Please include a detailed cost breakdown in your proposal.

## **Timeline:**

- RFP Release Date: May 21, 2024
- Proposal Submission Deadline: June 21, 2024
- Award Notification: July 1, 2024
- Project Start Date: July 15, 2024
- Project Completion Date: October 31, 2024

## **Project Goals:**

1. Develop a fully functional, responsive e-commerce website using WordPress and WooCommerce.
2. Create an intuitive, user-friendly interface for both consumers and sellers.
3. Integrate robust security measures to protect user data and transactions.
4. Ensure the website is scalable to handle high traffic volumes.
5. Implement SEO best practices to enhance site visibility and search engine ranking.

## **Scope of Work:**

1. Design and Development:
  - Create a visually appealing, responsive website design.
  - Develop the website using WordPress and WooCommerce.
  - Ensure the site is mobile-friendly and accessible across various devices and browsers.
  - Design user-friendly navigation and interface for both consumers and sellers.

## 2. E-Commerce Functionality:

- Integrate WooCommerce for product listings, shopping cart, and secure checkout.
- Enable secure payment gateways including credit cards, PayPal, and other mobile wallets.
- Develop a user registration and account management system.
- Implement product categories, filters, and search functionality.

## 3. Seller Dashboard:

- Create a dashboard for sellers to manage their products, track sales, and view analytics.
- Include inventory management tools and order tracking features.
- Provide sellers with access to sales data and financial reports.

## 5. Community Features:

- Develop forums or discussion boards for community engagement.
- Integrate a review and rating system for products and sellers.

## 6. Marketing and SEO:

- Implement SEO best practices throughout the site.
- Integrate email marketing tools and newsletter sign-up forms.
- Enable social media sharing and integration.

## 7. Security and Compliance:

- Ensure the website is SSL certified for secure transactions.
- Implement data protection measures to comply with GDPR and other regulations.
- Conduct regular security audits and updates.

## 8. Support and Maintenance:

- Include details on maintenance services and associated costs.
- Offer training sessions for EcoHub staff on managing the website.

## **Proposal Requirements:**

### 1. Company Information:

- Brief company profile, including relevant experience and qualifications.
- Contact information for the project lead.

### 2. Project Approach:

- Detailed project plan including timelines and milestones.
- Description of the proposed technology stack and tools.

### 3. Cost Breakdown:

- Detailed cost estimate for design, development, and post-launch support.
- Breakdown of costs by project phase and deliverable.

### 4. Experience and References:

- Examples of similar projects completed.
- At least three client references.

### 5. Additional Information:

- Any value-added services or innovative solutions your firm can provide.

## **Submission Details:**

- Proposals must be submitted via email to [zbrooks@ecohub.earth](mailto:zbrooks@ecohub.earth) by 5:00 PM EST on June 21, 2024.

## **Evaluation Criteria:**

- Experience and expertise in WordPress and WooCommerce development.
- Quality and creativity of the proposed design and functionality.
- Cost-effectiveness and value for money.
- Ability to meet project deadlines and milestones.
- Client references and past project success.

EcoHub looks forward to receiving your proposal and potentially working together to create a leading platform for eco-friendly and sustainable products. For any questions or clarifications, please contact Zachary Brooks at [zbrooks@ecohub.earth](mailto:zbrooks@ecohub.earth)