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lemonade
Beyond Clicks

How to Create a Request for Quote (RFQ) for a Web Design, Revamp, or Branding Project

Welcome to Lemonade!

This RFQ checklist is designed to help businesses prepare a clear and complete request for quote when starting a web design, website revamp, or branding project.

By outlining your goals, scope, assets, technical needs, budget, and timeline, you'll enable agencies like Lemonade to provide accurate proposals and avoid surprises later.

Project Background

AI Prompt: "Write a short project background for an RFQ. Our company is [industry], we do [what you do], and we need a new website/brand because [reason]."

#	Items	Check
1	**Company Overview** Briefly describe your company, industry, and audience. Example: "We are a boutique law firm in Singapore serving SMEs and startups."	☐
2	**Current Website/Brand Status** If it's a revamp, explain what's not working. Example: "Our current website is outdated, not mobile-friendly, and doesn't reflect our new services."	☐

Project Goals & Objectives

AI Prompt: "Draft project goals for an RFQ. Our goal is [goal], we want to [result, e.g., increase leads], and our target audience is [audience]."

#	Items	Check
1	**What you want to achieve** State the business outcome you expect. Example: "We want to increase leads by 30% through clearer service pages and stronger calls-to-action."	☐
2	**Target Audience** Tell us who you're designing for. Example: "Our target audience is corporate HR managers and mid-sized businesses."	☐

Scope of Work

AI Prompt: "Write the scope of work for an RFQ. Include whether this is a new build, redesign, or brand refresh, plus required features (e.g., blog, e-commerce, SEO, integrations)."

#	Items	Check
1	**Website Needs** New build, redesign, or migration. Example: "We need a full redesign of our 10-page website on WordPress."	☐
2	**Branding Needs** Logo, guidelines, full rebrand, or refresh. Example: "We require a refreshed logo and updated brand guidelines."	☐
3	**Features** List special functions. Example: "We need e-commerce with PayPal integration and multilingual support (English + Chinese)."	☐

Content & Assets

AI Prompt: "Draft the content section of an RFQ. Include whether we will provide text, images, and video, or if we need the agency to help create them."

#	Items	Check
1	**Who provides the content** Clarify if you'll write or need help. Example: "We'll provide the text content, but we'd like help sourcing stock images."	☐
2	**Existing Assets** Logo files, photos, brand docs. Example: "We can provide our logo in AI format and a basic brand guide."	☐

Technical Requirements

AI Prompt: "Write the technical requirements for an RFQ. Include hosting/domain details, preferred platform (e.g., WordPress, Shopify), and any compliance needs (SSL, GDPR)."

#	Items	Check
1	**Hosting & Domain** Do you have it or need it? Example: "We already have hosting on SiteGround and a domain through GoDaddy."	☐
2	**Preferred Platform** If you have one in mind, state it. Example: "We'd like a website built on WordPress."	☐
3	**Compliance/Security** (See: WordPress Security & Technology Insights) Example: "We need SSL setup and GDPR-compliant cookie notices."	☐

Technical Requirements

AI Prompt: "Write the evaluation criteria for an RFQ. Include what factors matter most (portfolio quality, transparent pricing, ability to provide maintenance/support)."

#	Items	Check
1	**How you'll choose an agency** Be transparent about what matters. (see: Checklist on how to choose web design agency) Example: "We'll base our decision on relevant portfolio work, transparent costing, and ability to provide maintenance."	☐

Contact & Communication

AI Prompt: "Draft the contact section of an RFQ. The main point of contact is Jane Tan, Marketing Manager. Proposals should be submitted by Sept 15."

#	Items	Check
1	**Point of Contact** Who will handle communication and approvals. Example: "Jane Tan (Marketing Manager) will be the main contact."	☐
2	**Response Deadline** Give agencies clarity. Example: "We'd like to receive your proposal by 15th September."	☐

Afterthoughts

Creating a Request for Quote doesn't need to feel overwhelming. With a clear checklist and the support of AI tools, you can put together a professional RFQ that gives agencies the clarity they need to prepare accurate proposals.

Remember: this is just a starting point. Even if you don't have every detail figured out, sharing your goals, budget, and timeline helps us guide you in the right direction. The more context you provide, the smoother and faster the process will be.

At Lemonade, we see the RFQ not just as a formality, but as the foundation of a strong working relationship. It's where clarity begins — and where great projects are born.