

Enterprise Website RFP Checklist

Forty-two decisions to make before you invite proposals — and how to read the ones that come back.

How to use this checklist

An enterprise website RFP fails most often by asking for features before it has stated the objective. Work through the sections in order. Every unchecked item is either a decision you still owe your organization or a question you should put to the partners you invite. The last section tells you how to read the proposals that come back.

1. Objective and audiences

- ☐ The website's objective is written in one sentence that the board, marketing and IT all accept.
"Qualified enquiries from specifiers in DACH" is an objective. "A modern website" is not.
- ☐ The primary audiences are named, with what each needs to find and do.
Investors, regulators, customers, distributors, journalists, candidates — each gets a path.
- ☐ The three to five actions that define success are listed and measurable.
Enquiry, download, application, dealer lookup, document access.
- ☐ The current website's performance against those actions is known.
If it is not measured today, say so; the partner needs to instrument it.
- ☐ Competitors and reference sites are listed with what specifically is good about each.

2. Content and information architecture

- ☐ A content inventory exists: what pages, documents, products and data the site must hold.
Include counts. 40 products is a different project from 4,000.
- ☐ Content types are identified (product, location, person, document, news, case study...).
This becomes the content model and the CMS design.
- ☐ It is decided what is global and what is local per market.
- ☐ Ownership is named: who writes, who approves, who maintains — per section and language.
Content arriving last is the leading cause of stalled projects.
- ☐ Existing content that must migrate is identified, with its source system.
- ☐ Legal, compliance and investor content requirements are listed (KVKK/GDPR, disclosures, accessibility).

3. Design and brand

- ☐ Brand guidelines and assets are available, or their absence is stated.
- ☐ Whether a design system is expected (components, tokens, documentation) is stated.
A design system is what lets editors publish for years without breaking the site.
- ☐ Accessibility target is stated (WCAG 2.2 AA is the enterprise norm).
- ☐ Motion, photography and illustration expectations are described.

4. Engineering, CMS and hosting

- ☐ The CMS is either specified with reasons, or explicitly left to the partner's recommendation.
See our CMS Selection Framework if you are undecided.
- ☐ The organization's IT landscape is described (.NET / PHP capability, cloud, identity provider).
- ☐ Hosting responsibility and environment are stated (who hosts, where, compliance requirements).
- ☐ Performance targets are stated (Core Web Vitals, time to first byte, availability).
- ☐ Security requirements are stated (SSO, roles, WAF, update policy, penetration testing).
- ☐ Ownership of code, accounts and data is written into the commercial terms.

5. Integrations and data

- ☐ Every system the website exchanges data with is listed: CRM, ERP, PIM, HR, marketing automation, analytics.
- ☐ For each, the direction of data, the owner and the API availability are known.
An integration with no API owner is a risk, not a requirement.
- ☐ Forms and lead routing are specified: where enquiries go and who responds.
- ☐ Analytics and consent management requirements are stated.

6. Languages and markets

- ☐ Languages and markets are listed separately (German for DE/AT/CH is one language, three markets).
- ☐ URL strategy is decided or delegated (single domain with directories is the usual recommendation).
- ☐ Translation ownership is named: who translates, who approves, per language.
- ☐ Which content is fully translated, summarized, or left in English is decided.

7. Search and AI visibility

- ☐ Technical SEO is an explicit requirement (rendering, structure, metadata, sitemaps, hreflang).
- ☐ Structured data requirements are stated (Organization, Service, Product, Article, FAQ).
- ☐ AI visibility is addressed: clear entity information, answerable content, provenance.
Ask partners how AI assistants will describe your organization after launch.
- ☐ Redirect and migration plan for existing URLs is required.
Losing rankings on launch is avoidable and common.

8. Operations and governance after launch

- ☐ Who publishes after launch, and what training they need, is stated.
- ☐ Support, maintenance and update expectations are stated (SLA, response, update cadence).

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- ☐ A continuous improvement model is requested (measurement, review cadence, roadmap).
A website that is launched and left decays. Ask for the plan for year two.
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- ☐ Documentation deliverables are listed (design system, content model, integration specs).
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9. Timeline, budget and evaluation

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- ☐ Fixed dates (launch, events, reporting) are stated with their reasons.
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- ☐ A budget range is stated.
Withholding it produces proposals that are either padded or under-scoped.
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- ☐ The evaluation criteria and their weights are decided before proposals arrive.
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- ☐ References in comparable organizations are requested, with permission to contact them.
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- ☐ The team that will actually do the work is asked for by name and seniority.
Pitch teams and delivery teams are often not the same people.
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Reading the proposals

Strong proposals answer the objective first, ask questions you had not thought of, and describe a content model and an integration approach — not only screens. They name the senior people who will do the work, state what they will not do, and include a plan for after launch. Weak proposals lead with features, price the unknown as fixed, and hand strategy, design and engineering to different parties with a coordination fee between them.

Signal	Strong proposal	Weak proposal
Objective	Restates it, challenges it, designs from it	Repeats the feature list
Content	Proposes a content model and asks who owns content	Assumes content will be provided
Team	Names senior people and their availability	Names a company
Platform	Argues from how you publish and integrate	Argues from “best”
After launch	Measurement, review cadence, roadmap	Warranty period

About Super Agency

Super Agency is a design-led digital studio in Istanbul and Frankfurt. We design and engineer enterprise websites for holdings, global manufacturers and leading brands — strategy, design and engineering in one senior team. If you would like a structured read on where your website stands, ask us for a website audit: hello@super-agency.com · super-agency.com/contact