

Request for Proposal (RFP) Website Audit, Gap Analysis and Development of Website Redesign RFP

Organisation: Habitat for Humanity India

Issue Date: 30th March 2026

Proposal Submission Deadline: 6th April 2026

1. About Habitat for Humanity India

Driven by the vision that everyone needs a decent place to live, Habitat for Humanity India began in 1983 as a grassroots effort. The housing organisation has since grown to become a leading housing nonprofit that has helped over tens of thousands of families in India build or improve a place they can call home. Through its housing, WASH (Water, Sanitation, and Hygiene) and housing disaster resilience and response programmes, Habitat for Humanity India has positively impacted the lives of over 7.8 million people across the country. Through financial support, volunteering or adding a voice to support affordable housing, everyone can help families achieve the strength, stability and self-reliance they need to build better lives for themselves. Through shelter, we empower. To learn more, donate or volunteer, visit: www.habitatindia.org

2. Objective of the Assignment

Habitat for Humanity India intends to redesign its website and, as a preliminary step, seeks to engage an agency, consultant, or service provider (hereafter referred to as the “Consultant”) to conduct a comprehensive website audit and gap analysis, and to develop a concise and procurement-ready Request for Proposal (RFP) for the subsequent website redesign project.

The objective of this consultancy is to:

- Conduct a gap analysis cum audit of the current website (www.habitatindia.org) and identify prioritised improvements.
- Benchmark the website against leading websites (non-profit and other sectors) and identify actionable gaps.
- Document internal stakeholder requirements across key departments.
- Develop a concise Request for Proposal (RFP) document with clear technical and functional specifications for the website redesign.

3. Duration of Assignment

The assignment is expected to be completed within **two (2) weeks** from the date of award.

4. Scope of Work

The selected consultant will undertake the following tasks:

4.1 Internal Stakeholder Consultation

The consultant will engage key stakeholders across major departments to conduct:

- Stakeholder interviews and/or focused group discussions
- One validation workshop with cross-functional representation

Habitat India will coordinate stakeholder availability and provide necessary introductions.

Deliverable: A report on internal stakeholder consultation documenting stakeholder expectations, current pain points and identified requirement gaps.

4.2 Website Audit

Conduct a structured audit of the current website covering the following areas:

- User Experience (UX) and navigation
- Search Engine Optimisation (SEO)
- Website performance and page load speed
- Accessibility compliance (WCAG standards)
- Content structure and quality
- Technology stack, CMS and third party integrations
- Assessment of key user journeys such as donation, volunteering and corporate partnerships
- Review of representative pages across all major sections of the website

Deliverable: A structured audit report containing:

- Identified issues and risks
- Prioritised recommendations (High / Medium / Low)
- Effort vs. impact matrix

4.3 Benchmarking and Best Practice Analysis

The consultant will benchmark Habitat India's website against a minimum of five (5) leading non-profit websites (to be mutually decided between Habitat India and the Consultant)

The benchmarking should compare:

- Design and usability
- Donation journey and conversion flow
- Storytelling and impact presentation
- Transparency and reporting practices

Deliverable: A concise benchmarking summary highlighting key best practices and priority gaps relevant to Habitat India.

4.4 Future Website Structure and Requirements

Based on the stakeholder consultations and audit findings, the consultant will define the proposed structure and functional requirements for the future website. This should include:

- Recommended website structure and sitemap
- Key user journeys, with particular focus on donation, partnership and volunteering pathways
- Identification of functional features required to support organisational goals
- An indicative estimate of the number of pages required, including a suggested range and broad categorisation by content type

Deliverable: A concise **Future Website Requirements Document** containing the proposed sitemap, key user journeys, prioritised feature list (essential and desirable) and indicative page estimates by major content category.

4.5 Development of Website Redesign RFP

The consultant will prepare a complete, procurement-ready RFP for the redesign and redevelopment of the website. The RFP should include:

- Technical specifications and CMS requirements
- UX and UI expectations
- Accessibility and security requirements
- SEO and performance benchmarks
- Hosting, maintenance and support expectations
- Vendor qualification criteria
- Proposal submission templates
- Evaluation and scoring framework

Deliverable: a concise, procurement-ready RFP suitable for inviting proposals from website development agencies.

4.6 Optional: Support in Vendor Evaluation

Habitat India may request the consultant to support in evaluation of proposals received from website development vendors. This may include:

- Proposal review
- Participation in clarification calls or presentations

This activity should be priced separately and will be commissioned only if required.

5. Deliverables Summary

The consultant is expected to provide the following deliverables:

- a) **Consolidated Website Assessment Report** (covering audit, benchmarking and stakeholder requirements)
- b) Future Website Requirements Document
- c) Website Redesign RFP Document
- d) (Optional) Vendor Evaluation Support Report

6. Inputs and Support from Habitat India

Habitat India will:

- Provide access to website analytics and relevant backend systems
- Share brand guidelines
- Facilitate introductions and scheduling of stakeholder meetings

7. Consultant Qualification Requirements

- Consultants should demonstrate prior experience in website audits, website audits, gap analyses, and website redesign or redevelopment assignments preferably within the non-profit sector.

8. Ownership and Confidentiality

All documents, reports, and outputs produced as part of this assignment will be the property of Habitat for Humanity India. The consultant shall maintain confidentiality of all information accessed during the assignment.

9. Proposal Submission Guidelines

Interested consultants should submit **two separate files**:

- Technical Proposal: in PDF format
- Commercial Proposal: in Microsoft Excel format, using the prescribed cost template

9.1 Technical Proposal (Maximum 10 pages excluding cover page and annexures)

The technical proposal should include:

- Understanding of the assignment
- Proposed methodology and approach
- Work plan and timeline
- Relevant experience
- Case studies (maximum 3)
- Team composition and roles
- References from previous clients

9.2 Commercial Proposal

The commercial proposal must be submitted separately and should clearly specify the cost associated with each deliverable using the prescribed cost template below. **Please submit the commercial proposal in the following format only:**

Commercial Proposal Template

Sr. No.	Deliverable	Estimated Days	Rate per Day (INR)	Cost (INR)
1	Website Audit			
2	Benchmarking Analysis			
3	Stakeholder Consultations			
4	Website Strategy and Blueprint			
5	Development of Website Redesign RFP			
6	Optional: Vendor Evaluation Support			
7	Total Professional Fees			
8	Applicable Taxes			
9	Grand Total			

This cost structure is required to enable Habitat India to enable to enable like-for-like comparison and, if necessary, adjustment of scope.

10. What is Not Included in this Assignment

This assignment does not include:

- Design or development of the new website
- Implementation of recommendations from the audit
- Long-term digital marketing or content strategy services

11. Submission Details

- Proposals should be submitted via email to: eprocurement-habitat@habitatindia.org
- **Subject line:** Proposal – Website Audit and RFP Development
- Proposals should be submitted via email as attachments. File-sharing links should be avoided unless prior approval is obtained.
- Final date for submission: 6th April 2026
- Late submissions may not be considered.

12. Right to Accept or Reject

Habitat for Humanity India reserves the right to accept or reject any proposal, wholly or in part, without assigning any reason and without incurring any liability.
