

Central California Legal Services (CCLS) - Request for Proposal

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Request for Proposals:

CCLS is looking for Professional Web Development Services for the following:

- Transition approved Canva website mockup designs into fully functional live webpages on the CCLS WordPress website that work properly on desktop, tablet, and mobile devices.
- Build all webpages using Elementor, ensuring pages are editable and maintainable by CCLS staff after completion.
- Recreate the approved Canva designs as closely as possible, including layout, colors, typography, spacing, images, buttons, and page structure.
- Ensure the completed webpages follow website accessibility best practices, including readable text, proper headings, alt text, clear navigation, and mobile usability.
- Optimize images and page structure to support strong website performance and clean page loading.
- Test all completed pages for design accuracy, responsiveness, functionality, broken links, formatting issues, and overall usability.
- Provide launch support to publish the completed webpages and resolve immediate post-launch issues.
- Provide a basic handoff or training so CCLS staff can make future updates in WordPress and Elementor.

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Project Specifications:

Deadline for Full Proposal:

Friday, June 12th, 2026, 5:00 PM Pacific

Project Deliverables and Completion Dates:

See Project Timeline Below

1. Introduction

Central California Legal Services is seeking proposals from qualified web developers or web development firms to assist with the transition of professionally designed website mockups from Canva into fully functional live webpages on the organization's WordPress website using Elementor.

All website pages have already been designed in Canva by a web designer. The selected developer will be responsible for accurately converting those approved Canva designs into responsive, accessible, and functional WordPress webpages using Elementor. Approximately 40 – 50 web pages using the same design template.

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The purpose of this project is not to redesign the website from scratch, but to implement the existing Canva mockups as live webpages in WordPress while preserving the approved visual design, layout, branding, content structure, and user experience.

2. About Central California Legal Services

Central California Legal Services provides free civil legal assistance to low-income individuals, families, and communities throughout Central California. The organization's website is an important tool for public information, client access, referrals, community education, and communication with partners, funders, and the public.

The website must reflect the organization's mission, professionalism, accessibility standards, and commitment to serving diverse communities.

3. Project Overview

Central California Legal Services has completed website page mockups in Canva. These mockups represent the approved design direction for the website pages. The selected web developer will be responsible for building those designs into live webpages within the organization's existing WordPress environment using Elementor.

The project includes the full transition from static Canva mockups to live WordPress webpages, including layout recreation, responsive formatting, content placement, navigation, accessibility considerations, testing, and launch support.

The final website pages must closely match the approved Canva designs while functioning properly across desktop, tablet, and mobile devices.

4. Scope of Work

The selected developer will be expected to provide the following services:

A. Project Review and Planning

The developer will review all Canva mockups, page designs, branding assets, website structure, and existing WordPress/Elementor setup. The developer will identify any technical issues, limitations, or recommendations before development begins.

This includes reviewing:

- Canva page mockups
- Current WordPress website structure

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- Elementor configuration
- Existing theme and plugins
- Site navigation
- Branding assets
- Images, graphics, icons, and content
- Page functionality requirements

B. Canva Mockup Conversion

The developer will convert the approved Canva website mockups into live WordPress webpages using Elementor.

This work must include:

- Building each page in WordPress using Elementor
- Accurately recreating layouts from the Canva mockups
- Matching typography, spacing, colors, imagery, buttons, sections, and overall visual structure
- Creating responsive versions for desktop, tablet, and mobile
- Ensuring that all pages are editable in Elementor after completion
- Avoiding hard-coded designs that cannot be easily updated by staff
- Maintaining consistency across all pages

The selected developer must understand that the Canva mockups are the design source of truth. Any design changes, deviations, or substitutions must be approved by Central California Legal Services before implementation.

C. WordPress and Elementor Development

The developer will complete all page development within the organization's WordPress website using Elementor.

The work must include:

- Page creation and formatting
- Elementor section, column, container, and widget setup

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- Header and footer implementation or adjustment, if needed
- Navigation menu updates
- Internal page linking
- Button and call-to-action setup
- Form placement or integration, if applicable
- Image optimization and placement
- Responsive layout configuration
- Basic animation or hover effects, only where appropriate and approved
- SEO-friendly page structure where applicable
- Clean, organized Elementor page structure for future editing

D. Accessibility

Because Central California Legal Services serves the public, including vulnerable populations and users with disabilities, accessibility is a critical requirement.

The developer must build pages with accessibility best practices in mind, including:

- Proper heading structure
- Sufficient color contrast
- Alt text for images
- Keyboard-friendly navigation
- Accessible button and link formatting
- Clear page structure
- Mobile-friendly design
- Readable text sizing and spacing
- Avoidance of inaccessible image-only text where possible

The final work should be developed with WCAG accessibility best practices in mind.

E. Mobile Responsiveness

All pages must be fully responsive and tested across common screen sizes.

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The developer must ensure the website pages display properly on:

- Desktop computers
- Laptops
- Tablets
- Mobile phones

The mobile version should not simply shrink the desktop layout. It must be intentionally adjusted for usability, readability, navigation, and accessibility.

F. Website Performance

The developer must build the pages in a way that supports strong website performance.

This includes:

- Optimizing images before upload
- Avoiding unnecessary plugins
- Minimizing excessive Elementor nesting where possible
- Maintaining clean page structure
- Avoiding bloated code or unnecessary scripts
- Ensuring pages load efficiently

G. Content Migration and Placement

The developer will place all approved text, images, graphics, and page content into the new Elementor webpages based on the Canva mockups.

The developer may be responsible for:

- Extracting or receiving content from Canva
- Uploading images and graphics to WordPress
- Recreating text sections
- Formatting content to match approved layouts
- Ensuring buttons, links, and menus work correctly
- Coordinating with Central California Legal Services on any missing or unclear content

H. Testing and Quality Assurance

Before launch, the developer must test all completed pages.

Testing should include:

- Visual comparison against Canva mockups
- Desktop, tablet, and mobile review
- Browser testing
- Link testing
- Button testing
- Form testing, if applicable
- Menu/navigation testing
- Accessibility review
- Page speed and performance review
- Review for broken images, formatting issues, or missing content

The developer must correct any identified issues before final approval.

I. Launch Support

The developer will assist with launching the completed webpages on the live WordPress website.

Launch support may include:

- Publishing approved pages
- Updating navigation menus
- Redirecting or replacing existing pages as needed
- Confirming live page functionality
- Resolving immediate post-launch issues
- Providing support during the initial launch period

J. Training and Handoff

The developer must provide a basic handoff to Central California Legal Services staff so the organization can manage and update the pages after completion.

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This may include:

- Brief training on how the Elementor pages are structured
- Guidance on editing text, images, links, and buttons
- Explanation of reusable templates, if created
- Documentation of key Elementor settings
- List of any plugins or tools used
- Final confirmation that pages remain editable by staff

5. Deliverables

The selected developer will be expected to provide the following deliverables:

1. Fully built WordPress webpages based on the approved Canva mockups
2. Elementor-based page layouts that can be edited by staff
3. Responsive desktop, tablet, and mobile versions of all pages
4. Updated site navigation, as applicable
5. Properly formatted images, buttons, links, and page sections
6. Accessibility-conscious page structure
7. Tested and functional live webpages
8. Launch support
9. Basic documentation or training for staff
10. Final project handoff

6. Project Requirements

The selected developer must:

- Have demonstrated experience with WordPress
- Have strong experience building websites with Elementor
- Be able to convert static mockups into live webpages
- Be comfortable working from Canva design files
- Understand responsive web design

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- Understand accessibility best practices
- Be able to follow approved designs closely
- Communicate clearly throughout the project
- Provide realistic timelines and project milestones
- Avoid unnecessary redesign unless approved
- Ensure the final website pages are easy for staff to maintain

7. Proposal Requirements

Interested vendors should submit a proposal that includes the following:

A. Company or Developer Information

- Name of company or individual developer
- Contact information
- Brief background
- Relevant experience
- Experience with nonprofit, legal aid, public interest, or public service websites, if applicable

B. Relevant Experience

Please describe experience with:

- WordPress website development
- Elementor page building
- Canva, Figma, Adobe XD, or similar design-to-web projects
- Website accessibility
- Responsive design
- Website performance optimization
- Website launches or redesigns

C. Project Approach

Please describe how you would complete this project, including:

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- How you would review the Canva mockups
- How you would build the pages in Elementor
- How you would handle mobile responsiveness
- How you would ensure accessibility
- How you would test the final pages
- How you would communicate progress
- How you would handle revisions

D. Timeline

Please provide an estimated project timeline, including major milestones such as:

- Initial review and kickoff
- Development of first page or sample page
- Internal review period
- Full page buildout
- Revisions
- Testing
- Launch
- Handoff/training

E. Cost Proposal

Please provide a detailed cost proposal, including:

- Total project cost
- Hourly rate, if applicable
- Estimated hours
- Any assumptions
- Any optional services
- Any ongoing maintenance or support options
- Any costs not included in the proposal

F. Work Samples

Please provide examples of similar work, especially projects involving:

- WordPress
- Elementor
- Mockup-to-website builds
- Nonprofit or public service websites
- Accessible and mobile-responsive websites

G. References

Please provide at least two professional references for similar projects.

8. Evaluation Criteria

Proposals may be evaluated based on the following criteria:

- Demonstrated experience with WordPress and Elementor
- Ability to accurately convert Canva mockups into live webpages
- Understanding of responsive design
- Understanding of accessibility best practices
- Quality of previous work
- Experience with nonprofit or public service organizations
- Clarity of project approach
- Timeline and availability
- Cost reasonableness
- Communication style
- Ability to provide training and handoff support

9. Project Timeline

Central California Legal Services expects the selected developer to provide a clear timeline as part of the proposal. The organization may work with the selected vendor to finalize a project schedule based on the number of pages, complexity of designs, and organizational review process.

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A proposed timeline may include:

Phase Description

Phase 1 Kickoff, access setup, and review of Canva mockups

Phase 2 Build sample page or initial template

Phase 3 Review and approval of first page/template

Phase 4 Build remaining pages in Elementor

Phase 5 Review of remaining pages

Phase 6 Mobile responsiveness and accessibility review

Phase 7 Testing, revisions, and quality assurance

Phase 8 Launch and post-launch support

Phase 9 Staff handoff and documentation

10. Ownership and Access

All work completed under this project shall become the property of Central California Legal Services.

The selected developer must ensure that:

- Central California Legal Services retains full ownership of all completed webpages
- All pages are editable within WordPress/Elementor
- No proprietary lock-in is created without approval
- Any third-party plugins, licenses, or tools are disclosed before use
- Login credentials, administrative access, and development access are handled securely
- Any files, images, or assets created for the project are provided to Central California Legal Services upon completion

11. Security and Confidentiality

The selected developer may receive temporary access to the organization's WordPress environment, Canva files, website assets, or related systems.

The developer must:

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- Use secure password and account practices
- Not share credentials
- Protect all organizational information
- Maintain confidentiality of any non-public information
- Notify Central California Legal Services immediately of any security concern
- Remove or return any access or files at the end of the project, if requested

12. Submission Instructions

Proposals should be submitted electronically to:

Central California Legal Services

Contact: Jonathan Sadie

Email: jsadie@centralcallegla.org

Subject Line: Website Development RFP – Canva to Elementor Proposal

Please include all required proposal materials in PDF format.

13. Questions

Questions regarding this RFP may be submitted to:

Jonathan Sadie

jsadie@centralcallegal.org

All questions should be submitted by **June 9th 2026**

14. Proposal Deadline

Proposals must be submitted by:

June 12th, 2026

Late proposals may not be considered.

15. Reservation of Rights

Central California Legal Services reserves the right to:

- Accept or reject any proposal
- Request clarification from any proposer
- Negotiate scope, timeline, or cost

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- Select the proposal that best meets the organization's needs
- Cancel or modify this RFP at any time
- Award all, part, or none of the work described in this RFP

16. Desired Vendor Qualities

Central California Legal Services is seeking a developer who is not only technically capable, but also detail-oriented, responsive, and comfortable working from an approved visual design.

The ideal vendor will be able to take the Canva mockups and turn them into polished, functional webpages without unnecessary redesign, while also making sure the final website is accessible, responsive, maintainable, and professional.

The final product should look like the approved Canva design, work like a modern website, and be manageable by Central California Legal Services staff after the project is complete.