

RFP for Search Engine Optimisation (SEO) of IBEF websites

Request for Proposal [RFP]

**India Brand Equity Foundation
Apparel House, 5th Floor
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SECTION 1: INSTRUCTIONS TO AGENCIES

1.1 Introduction

1.1.1 India Brand Equity Foundation (IBEF) is a Trust established by the Department of Commerce, Ministry of Commerce & Industry, Government of India. IBEF's primary objective is to promote and create international awareness of the *Made in India* label in markets overseas and to facilitate dissemination of knowledge of Indian products and services. Towards this objective, IBEF works closely with stakeholders across Government and Industry to promote *Brand India*.

1.1.2. The endeavor of IBEF is to target the important markets overseas where Indian companies trade and export.

1.1.3. Through its digital marketing, IBEF showcases India as a credible business partner, a preferred investment destination, a rapidly growing market, provider of quality services and manufactured products and as a country on the threshold year of unprecedented growth.

1.1.4. The IBEF proposes to appoint an agency as SEO partner to improve the web traffic and search ranking of IBEF websites on top search engines.

1.1.5. The Agency should be able to provide SEO inputs to IBEF and its web developers in order to make websites highly accessible and search friendly.

1.1.6. The agency would be appointed for the **period of one year, subject to a quarterly review.**

1.1.7. Interested Agencies are invited to submit their proposals for the assignment, which must include the following, as detailed subsequently in this document:

- (i) A Technical Proposal and
- (ii) A Financial Proposal

1.1.8. It may be noted that

- (i) The costs of preparing the proposal are not reimbursable and
- (ii) The IBEF is not bound to accept any of the proposals submitted.

1.1.9. The Agencies are required to provide professional, objective, and impartial service and at all times hold the IBEF's interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.

1.1.10. Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of the IBEF, or that may be reasonably perceived as having this effect. Failure to disclose such situations by the Agency may lead to disqualification of the Agency or termination of the contract.

1.1.11. Agencies must observe the highest standards of ethics during the selection and execution of the contract. The IBEF may reject a proposal at any stage if it is found that the firm recommended for award has indulged in corrupt or fraudulent activities in competing for the contract in question, and may also declare a firm ineligible or blacklist the firm, either indefinitely or for a stated period of time, if at any time it is found that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing, the contract.

1.2 Minimum Eligibility Criteria

1.2.1. The Agency should be able to provide a qualified SEO team, for undertaking SEO work for improving ranking and web traffic of IBEF websites. The Agency team would work closely with the IBEF. **A confirmation letter from the Agency for being able to provide the qualified team should be attached.** Details of the team dedicated to the IBEF project should be provided.

1.3 Scope of Work

1.3.1. Formulating and implementing a SEO Strategy for the international and domestic markets for the following websites, duration of SEO activity is mentioned below against each website:

- www.IBEF.org – One Year
- www.brandindiapharma.in – One Year
- www.teacoffeespiceofindia.com – One Year
- www.india-at-davos.ibef.org - 4 Months

1.3.2. Providing SEO related inputs (Keywords, Meta tags, Description tags, Doctype declaration, Character encoding, URL structure, Robots.txt, Canonical link element, XML and HTML sitemaps, custom 404, Redirects, HTTP headers, HTML code, iFrame etc.) to IBEF and its web developer to get the inputs implemented on time.

1.3.3. Making IBEF websites rank on top in leading search engines (Google, Bing etc) organically.

1.3.4. Improving organic traffic on all the websites listed above.

1.3.5. Providing detailed analytics and web traffic report each month. Reports should also include keyword rankings.

1.4 Delivery

1.4.1. The Agency should be able to provide and execute an integrated strategy to develop and nurture long term objectives while laying emphasis on immediate needs and short term forces. The agency should be result oriented and all the SEO related goals must be met by the agency.

1.4.2. A dedicated SEO Team will have to work as an integral component of IBEF.

1.4.3. The agency should submit detailed SEO reports each month to IBEF.

1.5 Preparation of Proposals

1.5.1 Agencies are required to submit a Technical proposal and a Financial Proposal as specified below.

(a) Technical proposal

1.5.2 The Agencies are expected to provide the Technical Proposal as specified in the RFP Document. Material deficiencies in providing the information requested for may result in rejection of a proposal.

1.5.3 The Technical Proposal shall contain the following documents:

- (i) Letter of Technical Proposal Submission
- (ii) Profile and Track Record of the Agency, including strength and credentials of the agency network (details of global network, number of employees, details of the specialist partners/affiliates/associates, in-house facilities)
- (iii) Case studies of large brands handled, with focus on results achieved through organic SEO. **Agency should list out the positive outcomes it has achieved for at least 3 top clients.**
- (iv) Detail of award winning SEO assignments (s) handled, if any.
- (v) **Defined deliverables have to be mentioned in the technical proposal with timelines.**
- (vi) Detail of the team proposed to be deployed to work with the IBEF, with qualifications and experience of the team members must be provided.
- (viii) An undertaking on the letterhead of the Agency and signed by an authorized signatory, that the agency will undertake the assignment, in accordance with the scope of work detailed in the RFP document and at the cost submitted by the Agency in the financial proposal **(the cost is not to be indicated in the undertaking)**. The above undertaking submitted by the agencies would be binding on the Agency.

1.5.4 The Technical Proposal shall not include any financial information.

(b) Financial Proposal

1.5.5 In preparing the Financial Proposal, agencies are expected to take into account the requirements and conditions outlined in the RFP document.

1.5.6 Letter of Financial Proposal should include:

(i) Fixed Annual Fee, from the date of issue of work order.

For Financial Evaluation, the total fee for one year will be considered.

This Fixed Annual Fee should include costs/expenses of the agency for undertaking work as detailed in the scope of work.

1.5.7. Taxes / VAT as applicable in India will be paid as per actuals and the same are **not** required to be indicated in the financial bid.

1.5.8. The cost quoted will be firm and fixed for the duration of performance of the contract. At no point of time will any deviation from the quoted rate be entertained by IBEF.

1.5.9. The Financial Bid shall **not** include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.

1.6 Submission of Proposals

1.6.1 The original proposal (Technical Proposal and Financial Proposal) shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be authenticated by the persons or person who sign(s) the proposals.

1.6.2. The Technical Proposal should be placed in a sealed envelope and super scribed "Technical Proposal" for **Appointment of SEO Agency for IBEF.**

Further, the Financial Proposal shall be placed in a sealed envelope and super scribed "Financial Proposal" for **Appointment of SEO Agency for IBEF.**

1.6.3. If the Financial Bid is not submitted in a separate sealed envelope duly superscripted as indicated above, this will constitute grounds for declaring the Bid non-responsive.

1.6.4. Both the sealed envelopes should be put into an outer envelope and sealed. The outer envelope shall be super-scribed **"Technical & Financial Proposal for Appointment of SEO Agency for IBEF"** with the due date for submission. The bottom left corner of the outer cover should carry the full name, address, telephone nos.; e-mail ID etc. of the agency submitting the Proposal.

1.6.5. The outer envelope containing the sealed Technical and Financial Proposals should be addressed to:

Mr. Kuldeep Singh
Senior Manager- Digital Media
India Brand Equity Foundation
5th Floor, 519-522, Apparel House
Sector-44, Gurgaon
Phone: 0124- 4499609

1.6.6. The Proposal should be submitted on or before **September 18, 2014.**

1.6.7 No Proposal will be accepted after the deadline for submission and in the event of any proposal being received after the closing time for submission of proposals, the same shall be returned un-opened.

1.7 Opening of Proposals and Selection Process

1.7.1. The two bid system will be followed; the technical bids will be opened at first instance. It is clarified that prospective bidders with more than 60% in Technical Proposal will deem to qualify for the second stage. At the second stage, the financial bids of only technically qualifying bidding parties will be opened and the L1 bid from among the technically qualifying bidder will be accepted.

1.7.2. From the time the technical proposals are opened to the time the contract is awarded, if any Agency wishes to contact IBEF on any matter related to its proposal, it should do so **only** in writing. Any effort by the Agency to influence the IBEF in the proposal evaluation or contract award decisions may result in rejection of the proposal of the Agency.

1.7.3. The notification of outcome of the RFP process will be uploaded on www.IBEF.org.

This RFP is not an agreement and is neither an offer nor invitation by IBEF to the prospective Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in preparing their proposal pursuant to this RFP (the "Bid"). This RFP includes statements, which reflect various assumptions and assessments arrived at by IBEF in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for IBEF, its employees to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources.

IBEF may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP.

The issue of this RFP does not imply that IBEF is bound to select a Bidder or to appoint the Selected Bidder, as the case may be, for the Project and IBEF reserves the right to reject all or any of the Bidders or Bids without assigning any reason whatsoever.

Further, all information/data/reports/pitches/data or other material submitted to IBEF under this Tender/RFP/RFQ by the Applicant shall become the property of IBEF. The Applicant hereby agrees that they shall not have any right claim, authority whatsoever over the submitted information/reports/pitches/data or other material to IBEF. The Applicant further agrees and undertakes that IBEF may use the aforesaid information/data/reports/pitches/data or other material at its sole discretion and the Applicant shall not have any objection whatsoever in IBEF using the same.

Annexure 1

Technical Proposal – 100%

1. Completeness of proposal – 8%
2. Clarity on the objective of the proposal – 15%
3. Vision and Strategy - 55%
 - SEO inputs
 - Depth of understanding
 - Uniqueness of the SEO strategy presented
4. Agency Credentials – 12%
 - Profile and track record
 - Credentials of SEO team
 - Award winning SEO projects, if any
 - Case studies of successful outcomes achieved
5. Discipline and commitment to timelines – 10%

Annexure 2

Financial Proposal - L1 bid from among the technically qualifying bidder will be accepted

1. Complete cost of the project
2. Breakup cost, where required, may be provided (fixed monthly fee, to be quoted month-wise for one year for each website)