



SDF- ToR for SEO

SAARC Development Fund

Term of Reference

**Request for Proposal for Search Engine Optimization (SEO) for SAARC
Development Fund's website (www.sdfsec.org)**



SDF- ToR for SEO

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1. Background

The SDF was established and inaugurated on 28th April, 2010 by the Heads of States/Governments during the Sixteenth SAARC Summit held in Thimphu. The Fund serves as the umbrella financial institution for SAARC projects and programs, which are in fulfillment of the objectives of the SAARC Charter. It is aimed to contribute to regional cooperation and integration through project collaboration. The primary objective of SDF is to promote the welfare of the people of SAARC region, improve their quality of life, and accelerate economic growth, social progress and poverty alleviation. To support these objectives, SDF has mandate to identify the projects, finance projects, mobilize funds, provide financing and technical assistance including managing of the Fund.

SDF has three financing windows – namely Social, Economic and Infrastructure. The Social Window primarily funds projects, on poverty alleviation, social development focusing on education; health; human resources development; support to vulnerable /disadvantaged segments of the society; funding needs of communities, micro-enterprises, rural infrastructure development. The Economic Window extends funding to non-infrastructural projects related to trade and industrial development, agriculture, service sector, science and technology and other non-infrastructure areas and the Infrastructure Window is primarily utilized to fund projects in areas such as energy, power, transportation, telecommunications, environment, tourism and other infrastructure areas.

SDF is intending to commence funding of projects in Micro, Small and Medium Enterprises (MSME) Program through regional funding agencies in the SAARC Member States and launching Social Enterprise Development Program (SEDP) very soon.

SDF is a relatively new organization with a huge potential and plan for growth which will result in their processes and structure evolving over a period of time. SDF has conducted a recent study and requires to implement Search Engine Optimization (SEO) for the official website.

Hence, SAARC Development Fund invites applications for implementation of SEO. Applicants are required to recommend a suitable approach and implementation plan



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2. Scope of Services

The applicant firms are required to complete but not limited to the listed tasks with additional features.

Main Objectives

- Improve website visibility on major search engines to improve traffic. Search engine optimization (SEO) for improving the volume or quality of traffic to a web site from search engines via “natural” or un-paid (“organic” or “algorithmic”) search results as opposed to search engine marketing (SEM) which deals with paid inclusion.
- Improve website optimization through best keywords.
- Improve conversions to their website
- To appear in Top 10 rankings on Top 3 search engines in their new market (Google, Yahoo, Bing and MSN)
- Drive an increased volume of visitors
- Build sustainable long term natural search rankings
- Maximize natural search brand visibility
- Improve Social Media Optimization
- URL Canonicalization – the process of picking the best URL when there are several choices, and it usually refers to home pages.
- Keywords research and cannibalization
- No keyword stuffing
- Link bait strategy and implementation
- Website accessibility & usability test and recommendations

Additional Tasks (Solutions)

- Perform an initial site audit to understand the issues the site is facing
- Perform a competitive website study and work out a unique search engine optimization and placement strategy to achieve top rankings for the web site
- Extensively research keyword phrases, and identify and analyze popular keywords for your website that are most relevant to your specific market demographics that could drive targeted traffic
- Review the site's pages and decided which ones are best for SEO
- Work with you to choose which keyword phrases belong on which pages of your site based upon what you know about your product, service or brand



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- Make site architecture recommendations to ensure that the most important pages of the site would receive the internal link popularity they deserved
- Optimize the content of your website in a manner that make it keyword rich as well as easy-to-understand - descriptive language that speaks to your target audience
- Optimize each page's Title and Meta description, Header tags for your targeted keyword phrases, each page will be different specific to the keywords targeted.
- Set up Google Analytics and started tracking traffic and conversions on the website

1. Website Audit Report

It provides (but it not limited to):

- Review of the competitiveness of the SDF's targeted keywords.
- Review of the current ranking potential of the SDF's site and back link profile analysis.
- Review of issues related to website usability, website credibility, websites accessibility, user engagement, legal issues and suggestions regarding how to fix them.
- Recommendations for avoiding/fixing negative SEO issues (keyword stuffing, duplicate contents, URL canonicalization, hidden text, hidden links, sneaky redirects, keywords cannibalization etc)
- Recommendations regarding content development. What type of contents and contents categories can attract additional traffic and links and can help in improving conversions (goals).
- Suggestions regarding link building, from where and how you can acquire/request/buy links.
- Review of the client's site traffic – how visitors find your website, where they come from and how they use it. How keywords and advertising campaigns are performing. How the site is performing in comparison to hundreds of other sites in the comparable industries.

2. Competitive Analysis Report

- Provide vital information regarding competitors like who are your competitors, which keywords they are targeting, what are they doing to attract traffic and links. From where they have got their back links. We also determine the current ranking potential of your competitors in search engines and help in establishing KPIs.

3. Keyword Research Report

- Provide list of keywords that can bring highest volume of relevant traffic to the website



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along with their search volume. Also implement how keywords should be used on site to attract additional traffic.

4. Website Optimization

- Fix all the issues identified during website audit, so that the website works for the client's business and is able to convert relevant traffic into interested visitors.

5. On-page optimization

- Modify the title tags, Meta tags, contents, HTML code, naming conventions and other on-page factors of SDF's website to make it relevant to search engines (Google, Yahoo, Bing etc) for targeted keywords. Keywords positioning/placement to attract additional traffic to the site.

6. Link Building

- Acquire/request/buy links from vast array of websites to improve the ranking potential of our website in search engines and to rank for targeted keyword phrases.

7. Link Bait/Viral Content Development

- Develop and promote contents (press releases, articles, blogs, link baits etc) which help in getting additional traffic and links to your site and also helps in improving the conversion rate.

8. Social Media Optimization

- Develop methods to generate publicity through social media like blogs, forums, social networking sites (facebook, twitter, LinkedIn, blogs etc), meet-up groups, industry events etc.

9. SEO Analysis

- Continuously monitor the effectiveness of our SEO campaign and send us traffic and rankings reports on regular basis.

10. SEO Training



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- Provide SEO training through phone/online consultation or on-site consultation (visiting client's premises) or both. In this training, relevant staff will learn the basics of search engine optimization, how search engine works, what Google webmaster guidelines are and why they are important.
- Staff will also learn how to interpret the Google analytics data, how to conduct usability test, how to attract links, traffic and many more things.

11. Documentation

- Complete process documents/ training manuals and related media.



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3. Qualification Criteria

The Applicant should possess experience in providing SEO to organizations. The Applicant should possess basic capabilities & technical Expertise to execute the tasks stated in scope of services and beyond. The scope includes the results visible on various search methods on the search engines using various keywords. The Applicant should be of sound financial standing.

The Applicant should have implemented at least three (3) similar enterprise level solutions, in the last 3 years, for large organizations.

The applicant should be a profit making organization demonstrated through profits made in the last FY and should have a positive net worth in the last 3 financial year.

The technical proposal along with financial implications (Financial Quotes) should be submitted by email to admin@sdfsec.org 5:30 PM (Bhutan Time) on April 13, 2018.