

Tender Notice

Tender Notice Of Search Engine Optimization(SEO) for Association for Voluntary Action(AVA)

Issue date: 13th March 2020

Deadline for applications: 24th March 2020, 23:59 IST

ABOUT Association for Voluntary Action

Association for Voluntary Action is the legal entity managing the core activities of **Bachpan Bachao Andolan (BBA)**, a pioneering grassroots initiative since 1980, to create an empowered child **friendly society**, where children are protected, treated with dignity and receive free and quality education.

For more details, visit our website: <http://bba.org.in/>

Objective

Association for Voluntary Action invites tender for Search Engine Optimization of its website <http://bba.org.in/>

Scope Of Work

1. Vigorous SEO strategy to maximize search engine results and ensure that the website is ranked in the top ten listings on google.com against all the key words.
2. Duration of SEO activity is 1 year
3. Implementing 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.) for the website.

4. Improving organic traffic for the website.
5. Providing detailed analytics and web traffic reports each month. Reports should also include keyword rankings.
6. Sharing Monthly progress reports

Delivery

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.
2. A dedicated SEO Team will have to work for AVA.
3. The agency should submit detailed SEO reports each month to AVA.

Termination

1. After 6 months, performance will be mapped, on that basis contract may be extended or cancelled.

Preparation of the proposal

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

(a) Technical proposal shall contain the following documents:

- (i) Letter of technical proposal submission
- (ii) 2 Case study of SEO (Any Industry)
- (iii) 1 Case study of Development sector client
- (iv) Resumes of team working on the project
- (v) Detailed month on month plan (6 months strategy)

(b) Financial Proposal should include:

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- (i) Annual Cost- For financial evaluation the total cost for one year will be considered

How to submit a proposal for the assignment

The Agencies are **requested to submit their Technical and Financial Proposal separately by the closing date of this RFP**. The Technical and financial proposals would be assessed at the first round of selection. These firms will be invited to present via an online panel meeting. The final selection of the Agency will be made based on scores obtained by the Agency in Technical and Financial Proposal combinedly. AVA expects to name the successful vendor within 15 days from the last date of meeting with the shortlisted agencies.

How to apply

AVA requests all eligible parties to submit their proposal to udit@satyarthi.org with 'SEO RFP' included in the subject line. **The deadline for the submission of proposals is 24th March 2020, 23:59 IST** . Only complete submissions meeting the eligibility requirements will be considered.

