



Request for Proposal  
**SEO Partner - IBEF Website**

**IBEF**

India Brand Equity Foundation is a Trust established by the Ministry of Commerce with the Confederation of Indian Industry (CII) as its associate. IBEF's primary objective is to promote and create international awareness of the Made in India label in markets overseas and to facilitate the dissemination of knowledge of Indian products and services. Towards this objective IBEF works closely with stakeholders across government and industry.

IBEF's website [www.ibef.org](http://www.ibef.org) is a knowledge centre for global investors, international policy-makers and world media seeking updated, accurate and comprehensive information on the Indian economy, states and sectors. IBEF regularly tracks government announcements in policy, foreign investment, macroeconomic indicators and business trends.

A bouquet of communication resources – films, posters, panels, CD, magazine, e-newsletter(s), industry reports – comprise the India business kit that bring live the India business story.

**Objective**

A robust strategy for search engine optimization is the first step towards an effective web presence for any brand. Right SEO helps an online brand reach out to the required target audience. IBEF aims to enhance the website readership and engagement in International target markets and improve the overall search engine rating of the website.

**Scope of Assignment**

IBEF seeks a Search Engine Optimization (SEO) Plan for

- IBEF Website.
- Three sector specific websites created during the year with geo and contextual targeting.
- One microsite for IBEF's initiatives at Davos.

**Assignment Duration**

One year (Contract renewal subject to annual evaluation).

**Proposals should be complete and must include**

- Plan for SEO with individual activity break-up for each of these.
- Evaluation criteria of the proposed plan.
- At least one example of a similar campaign planned and executed in the past 2 years with measurable impact.

Undersigned to be contacted for any further information required.

**Dateline for submission**

The proposal should be submitted by and not later than May 11, 2012.

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**IMPORTANT:**

The proposal should be submitted in triplicate sets, each set comprising:

- **A technical proposal**
- **A FINANCIAL PROPOSAL IN A SEPARATE SEALED ENVELOPE**

Proposals which don't adhere to these guidelines would not qualify.

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*All information/data/reports/pitches or other material submitted to IBEF under this Tender/RFP/RFQ by the Applicant shall become the property of IBEF.*

*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.*