RFP for Search Engine Optimisation (SEO) of IBEF Website
(www.IBEF.org)

Request for Proposal [RFP]

India Brand Equity Foundation
20th Floor, Jawahar Vyapar Bhawan,
Tolstoy Marg, New Delhi - 110001.

Date of RFP: January 07, 2020

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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 of unprecedented growth.

1.1.4. The IBEF proposes to appoint SEO partner to improve the online reach and search ranking of IBEF website 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 website highly accessible and search friendly.

1.1.6. The agency will be appointed for the period of one year, subject to a periodic performance review by IBEF.

1.1.7. Interested bidders 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 and hold 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 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 tender process 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.

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 online reach, web traffic and web ranking of IBEF website. The agency team will need to work closely with the IBEF. A confirmation letter from the agency for being able to provide the qualified team should be attached. Detailed CVs of the team members dedicated to the IBEF project should be provided.

1.3 Scope of Work

1.3.1. Formulating and implementing an annual SEO Strategy for www.IBEF.org.

1.3.2. Providing SEO related inputs including but not limited to the following-

- Keywords
- Meta tags
- Description tags
- Doctype declaration
- Character encoding
- URL structure
- Robots.txt, Alt text
- Canonical link element
- XML and HTML sitemaps
- Custom 404 page
- 301, 302 Redirects
- HTTP headers
- HTML code
- iFrame etc.

1.3.3. Making IBEF website rank higher in leading search engines (Google, Yahoo, Bing etc.) organically.

1.3.4. Improving organic traffic of the website.
1.3.5. Increasing international traffic of the website.

1.3.6. Providing detailed analytics (based on demography, browsers, top keywords, bounce rate, session data, geography etc.) each month.

1.3.7. Regular monitoring of the website to check whether the suggested SEO inputs have been implemented by the web developer or not.

1.4 Delivery

1.4.1. The agency should be able to provide and execute an integrated SEO strategy to increase organic traffic (domestic as well as international) for IBEF website.

1.4.2. A dedicated SEO Team will need 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 below 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 etc.)

(iii) Case studies of large brands handled, with focus on results achieved through organic SEO. Agency should provide at least 3 client testimonials either on client’s letterhead or client email.

(iv) Proposed SEO strategy for IBEF website.

(v) Detailed CVs of the proposed team. Qualifications and work experience of the team members must be provided.

(vi) 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 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 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 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.

1.5.10. Please refer to Annexure 2

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 separate 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 dropped in the Tender Box placed at IBEF office or can be sent by Post/Courier addressed to:

Mr. Kuldeep Singh  
Associate Director- Digital Media  
India Brand Equity Foundation  
Jawahar Vyapar Bhawan, 20th Floor  
Tolstoy Marg, New Delhi – 110001  
Email: Kuldeep.Singh@ibef.org

1.6.6. The Proposal should be submitted on or before **Jan 24, 2020, 5:00 PM**.

1.6.7 No Proposal will be accepted after the deadline for tender submission and in the event of any proposal being received after the closing time for submission of proposals; the same shall not be considered for tender evaluation and can be collected by the bidder from IBEF office.

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 70% in Technical Proposal will deem to qualify for the second stage. Please refer to Annexure 1 for the evaluation criteria of technical proposals. At the second stage, the financial bids of only technically qualified bidders will be opened and the L1 bid among the technically qualified bidders 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 tender process updates and notification of outcome of the RFP process will be uploaded on www.IBEF.org.**

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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
Total Score – 100
Qualifying Score – 70 out of 100.

1. SEO Strategy -
   - Depth of understanding of IBEF website (www.IBEF.org): 25
   - Proposed SEO strategy: 45
   - Agency Credentials: 10
2. Credentials of SEO team: 10
3. Client testimonials: 10
Annexure 2

Financial Proposal
- Lowest bid (L1) among the technically qualifying bidders will be accepted.

1. Complete cost of the project for one year (exclusive of applicable taxes).
2. Annual cost can be broken into fixed monthly fee, to be quoted month-wise for one year.