

## **TERMS OF REFERENCE**

### **CONSULTANCY ON SEARCH ENGINE OPTIMIZATION (SEO)**

#### **Summary**

<b>Title</b>	Provide Search Engine Optimization (SEO) services for UNICEF Viet Nam
<b>Purpose</b>	UNICEF Viet Nam seeks to hire an institution to work on Search Engine Optimization (SEO) strategy planning and implementation
<b>Location</b>	Ha Noi
<b>Duration</b>	December 2022 to December 2023
<b>Start Date</b>	Early December 2022
<b>Reporting to</b>	The Strategic Partnership and Marketing Specialist

#### **1. Background**

UNICEF's mission in Viet Nam is to work toward every child in the country being healthy, educated and safe from harm, therefore having the best start in life and a fair chance to reach her or his full potential and benefit from the country's prosperity. We believe children have a right to live in a more equitable society, where their voices are heard and needs met as a matter of priority in line with the Sustainable Development Goals.

UNICEF has core funding that supports operating costs and creates programmes and approaches that save the lives of children. However, as Viet Nam moves through middle income, this largely overseas Government and aid agency funding is increasingly being diverted to least developed countries. With considerable global experience in working with international and regional private sector and concerned individuals, in line with this changing country context, UNICEF Viet Nam seeks to identify new partnerships and relationships, introducing additional resource mobilization/funding opportunities in order to draw funding to Viet Nam to reach and address the challenges facing children in this country.

#### **2. Justification for Requesting an institution**

Search Engine Optimization (SEO) is practice that will help improve our website's visibility in organic search. Research shows that more than 90% of searchers will not click further beyond the first pages of search results, which means that the organization's contents are most likely not going to be found or seen.

SEO plays a critical role in UNICEF because it helps

- i) Raise awareness of UNICEF's mission, work, results achieved and stories: SEO is one of the best ways to spread our mission's story with the right content and calls to action.
- ii) Strengthen the organization's support network: Supporters are the backbone of our digital strategy. SEO helps optimize our sign-up pages for newsletter, events or volunteer activities

- which makes it easier for potential supporters to find UNICEF Viet Nam and get involved/engaged.
- iii) Make our social media more effective.
  - iv) Boost online donations: SEO helps optimize our donation page which helps simplify the process for supporters and improve the performance of our organization's website

The institution will plan and implement core continuous SEO, which will help raise awareness of our brand, strengthen our supporter network, make our social media more effective. SEO also help prepare the ground for increasing campaigns in advocacy or in marketing. As the result, we will achieve greater impact and reach.

### 3. Purposes and Objectives

Through this Request for Proposal for Services, UNICEF seeks to hire **an institution/firm with local office in Viet Nam** to work on Search Engine Optimization (SEO) strategy planning and implementation. UNICEF will work closely with the selected institution to ensure this planning and execution process, with an aim to achieve:

- Improved website visibility for better traffic
- Higher conversions to the website
- Appearance as top ten on search engines like Google
- Increased leads from search traffic
- An increased volume of visitors
- Retarget and retain visitors of our website
- Sustainable search rankings over a long period
- Social Marketing Optimization

**Target audience:** general public with specific appeal to Vietnamese living overseas using search engine platforms, particularly those individual supporters, existing pledge donors, and new prospects.

### 4. Methodology and technical approach

The institution will develop a SEO strategy, execute it and provide insight analysis and performance report including making practical recommendations for UNICEF Viet Nam. The SEO strategy will meet the digital requirements and support the advocacy and marketing campaigns by UNICEF Viet Nam.

### 5. Scope of work, deliverables and timeframes

The contract will be implemented from December 2022 to December 2023

#	Deliverables	Timeline	Output
1.	Technical SEO Audit & Optimization	December 2022 to mid-January 2023	Technical SEO Audit & Optimization

2.	Develop SEO Strategy for UNICEF in Viet Nam	Quarter 1 - 2023	SEO Strategy for UNICEF Viet Nam
3.	Execution of SEO Strategy	Quarter 2 - 2023	<ol style="list-style-type: none"> <li>1. Title Tag Audit &amp; Optimization</li> <li>2. Ongoing Content Marketing</li> <li>3. Social Marketing Optimization</li> <li>4. Content for social media and email marketing activities</li> </ol>
4.	On-going SEO execution	Quarter 3 - 2023	<ol style="list-style-type: none"> <li>1. Improved website visibility for better traffic</li> <li>2. Higher conversions to the website</li> <li>3. Appearance as top ten on search engines like Google</li> <li>4. Increased leads from search traffic</li> <li>5. An increased volume of visitors</li> <li>6. Sustainable search rankings over a long period</li> </ol>
5	On-going Data Reporting & Refinement	Quarter 4 - 2023	<ol style="list-style-type: none"> <li>1. Increased thought leadership or brand equity in your industry</li> <li>2. A more authoritative website with which to convert opportunities from non-SEO leads</li> </ol>

## 6. Management

The assignment is undertaken under the overall supervision the Strategic Partnership and Marketing Specialist, UNICEF Viet Nam.

UNICEF reserves the right to accept a partial proposal and negotiate cost with vendor based on the parts of the proposal that UNICEF deems best suited to the project.

### **Payment schedule**

- Upon completion of deliverables 1-2: 25% of total contract value
- Upon completion of deliverables 3: 25% of total contract value
- Upon completion of deliverables 4: 25% of total contract value
- Upon completion of deliverables 5: 25% of total contract value

## 7. Qualifications and experience required

The consulting institution should have:

- Ability and proven experience in digital marketing, developing and implementing SEO campaigns and digital intelligence.
- Relevant experience to Viet Nam's context, having Vietnamese language capacity and Vietnamese market insight; working on children's right issues or similar development issues is an asset.
- Qualified staff with higher education degree level in the field of digital marketing, communication, advertising, public relations, and a minimum of ten years of relevant professional experience.
- Availability of technical equipment for creative and digital marketing execution.
- Ability and proven experience in multi-tasking, in taking initiative and working effectively under tight deadlines.
- Excellent written, oral and interpersonal skills (capacity to deliver in English and Vietnamese is required).

## 8. Required documentation

Interested institutions are expected to submit the following documents to be eligible for this solicitation process:

1. Business registration;
2. Supplier Profile Form;
3. Certificate of the company bank account;
4. Technical Proposal (Front End and Back End);
5. Financial Proposal;
6. Request for Proposal for Services Form

## 9. Technical evaluation criteria and relative points

The ratio between technical and financial proposal for this task is **70:30 respectively**. Only those proposals that score **50 points** (70% of technical points) on the technical proposal will be shortlisted. Each technical proposal will be assessed first on its technical merits and subsequently on its price. A maximum of 70 points is allocated to the technical component and 30 points for the price component, with a maximum possible total score of 100 points.

The maximum number of points will be allotted to the lowest financial proposal that is opened and compared among those invited firms/institutions which obtain the threshold points in the evaluation of the technical component. All other financial proposals will receive points in inverse proportion to the lowest price.

The proposal obtaining the overall highest score after adding the scores for the technical and financial proposals is the proposal that offers best value for money and will be recommended for award of the contract. UNICEF will set up an evaluation panel composed of technical UNICEF staff.

No price information is included in the Technical Proposal.

The proposals will be evaluated against the following two elements:

a) Technical proposal:

Technical Criteria	Technical Sub-criteria	Maximum Points
Company and Key Personnel	Reputation of Organization and Staff (Competence/Reliability)	05
	Litigation and Arbitration history	
	Financial status	
	General organizational capability which is likely to affect implementation	
	Quality assurance procedures, warranty	
	Range and depth of experience with similar projects: - Number of customers - Size of projects - Number of staff per project - Client references	10
	Qualification: - Proposed team structure - Relevant experience, qualifications and position with firm	10
Maximum Points for Company and Key Personnel		25
Proposed Methodology and Approach	Technologies used - compatibility with UNICEF	10
	Project management, monitoring and quality assurance process	10
	The creativity and novelty of the proposal	15
	Instructional strategies	10
Maximum Points for Proposed Methodology and Approach		45
TOTAL Maximum		70

Technical proposal can include:

- Credentials Brochure of the Company
- Technical approach and strategy
- Business performance report
- Other relevant details

b) Financial Proposal

The Financial Proposal should be broken down and corresponds to the components of the proposed work. Please make sure to have separate line items in your price proposal for the following:

- Total costs to execute the technical approach and strategy
- Agency fee rate (percentage of the overall contract value)
- Total budget for the contract
- All prices/rates quoted must be in Viet Nam Dong (VND), exclusive of all taxes as UNICEF is a tax-exempt organization.