



REQUEST FOR INFORMATION



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RFI Main Facts Table	
RFI Reference	RFI FY23 151 Project to Improve Search Engine Optimisation (SEO) on the Plan-international.org site
RFI Issue date	3 rd March 2023
Contract Manager	Danny Plunkett
Deadline for submission of offers	17th March 2023

Submission of proposals to procurement@plan-international.org

Plan International
Dukes Court - Block A
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3rd March 2023

Dear SEO Consultant,

RE: Request for Information for the provision of SEO services.

Plan Limited is currently reviewing the provision of Search Engine Optimisation (SEO) services on Plan.org sites. As part of developing our plans to meet this requirement we are issuing this Request for Information (RFI). This RFI is one vehicle by which we can systematically identify similarities and differences between consultants in the market, and additionally gain a greater understanding of specific suppliers' abilities, core business and strategic outlook with respect to Plan's project to improve SEO on plan-international.org site.

You are invited to submit a response to this RFI. The purpose of the RFI at this stage is to prequalify consultants based on their responses, selected consultants will be invited to perform presentations and/or demos. This will be considered solely for the purposes of building a greater understanding of the marketplace and industry's ability to fulfil our requirements. We look forward to your response by the closing date and time provided on the cover page of our RFI documentation.

Yours sincerely

Alejandra Agredo

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Procurement Officer

Plan International Global Hub

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PART 1 – BACKGROUND

Plan-international.org is a WordPress multisite platform hosting over 80 sites (ranging from 1 page to 100s of pages). This platform was launched in March 2022. The largest site – the global site – at plan-international.org is a brand positioning and advocacy and campaigning platform for a global audience. The subsites – at /subsite – serve countries and regions where we work, and advocacy offices.

The whole platform is managed by an in-house team of content and design specialists – the digital team based at the Plan International Global Hub in Woking – supported by an external web development agency. Content on a number of the subsites is managed by local offices, with oversight by the digital team.

The digital team supports search engine optimisation (SEO) across all sites, with a focus of effort on the global site.

- The team conducts keyword research; there is a basic keyword plan in place across the global site only;
- We analyse user behaviour and interaction on the website using GA4 and CrazyEgg heatmapping.
- Moz.com is used to monitor the site for on-page SEO issues and opportunities.
- We also have a GoogleAd grant, with ppc managed by the digital team.
- We use the Yoast SEO plugin to set site-wide search display settings and some custom code to set network-wide search display settings.
- And we use Search Console to monitor overall performance, keyword opportunities, deal with indexing issues and identify causes of low-quality traffic.

The sites are cloud hosted on Altis DXP and the Amazon Cloudfront CDN.

1. Background Information on Plan International

Plan International is an independent development and humanitarian organisation that advances children's rights and equality for girls.

We believe in the power and potential of every child, but this is often suppressed by poverty, violence, exclusion and discrimination and its girls who are most affected. Working together with children, young people, our supporters and partners, we strive for a just world, tackling the root causes of the challenges facing girls and all vulnerable children.

We support children's rights from birth until they reach adulthood, and we enable children to prepare for – and respond to – crises and adversity. We drive changes in practice and policy at local, national and global levels using our reach, experience and knowledge.

We have been building powerful partnerships for children for over 80 years, and are now active in more than 75 countries.

Read more about Plan International's Global Strategy: **Girls Standing Strong** at <https://plan-international.org/strategy>

1.1 The Opportunity

Objectives of the SEO project

We are seeking to increase levels of traffic to the global site, in support of our strategic objectives to:

1. Position Plan International as the go-to organisation for girls' rights, communicating our global brand, and the core aims of the All Girls Standing Strong strategy, through our thematic programme areas and associated humanitarian programming and influencing, and our global campaign.
2. Mobilise public engagement around our global campaigns so that audiences feel compelled to support Plan's work.
3. Facilitate donations to fundraising offices.

We are specifically aiming to:

- Understand the current position re SEO and identify priorities for improvement
- Improve on-page SEO across the global site
- Act on any neglected areas of SEO
- Optimise key word planning and implementation, and other SEO processes.
- Enhance the digital team's skills and knowledge of best practice.
- Improve the digital team's practice of measurement and optimisation.

Potential scope of work

1.2 Purpose of the RFI

The purpose of this RFI is to allow Plan to assess supplier responses and use the resultant assessments in future decision making in regard to supply of the Opportunity. Whilst it is the intent of Plan to compare supplier responses for the purposes of pre-qualification and possible short listing for further consideration, Plan Limited makes no obligations or undertakings in any way to:

- a) go to tender; or
- b) accept any RFI information received from suppliers; or
- c) include suppliers responding to this RFI in any future tender invitation; or
- d) any other commitment to suppliers whatsoever, including any intention to form a contract with any supplier for provision of the Opportunity.

PART 2 – INSTRUCTIONS

This Part sets out instructions regarding submission of responses to this RFI.

2.1 RFI key dates

RFI Issue	3 rd March 2023
Deadline for interested parties to submit question/clarifications	10 th March 2023

Deadline for Consultants to submit a proposal to this RFI

17th March 2023

2.2 Queries and questions during the RFI period

Consultants are to direct any queries and questions regarding the RFI content or process to procurement@plan-international.org. Plan may choose to convey responses to submitted questions and queries to all suppliers so that each is equally informed.

2.3 Response lodgement methods and requirements

Consultants must submit one copy of their response to Plan by the following method:

By email to: procurement@plan-international.org. The subject heading of the email shall be "**RFQ FY23 151 Project to Improve SEO on Plan-international.org site**". Electronic copies are to be submitted in PDF and native (e.g. MS Word) format and suppliers may submit multiple emails (suitably annotated – e.g. Email 1 of 3) if attached files are deemed too large to suit a single email transmission.

Responses must be prepared in English and in the format requested in Part 3 of this RFI.

2.4 Late responses

Consultants are responsible for submitting their response prior to the RFI closing date and time in accordance with the acceptable lodgement requirements described in Clause 2.3. There will be no allowance made by Plan for any delays in transmission of the response from supplier to Plan. Any Proposal received by the Company later than the stipulated RFI closing date and time may be removed from further consideration by Plan.

2.5 Suppliers to inform themselves

Plan has taken all reasonable care to ensure that the RFI is accurate; however, Plan gives no representation or warranty as to the accuracy or sufficiency of the contained information.

2.6 Costs of preparing the response

All costs relating to the preparation and submission of a response are the sole responsibility of the consultant. Plan shall not pay the supplier, wholly or in part, for its response.

2.7 Confidentiality

Except as required for the preparation of a proposal, consultants must not, without Plan's prior written consent, disclose to any third party any of the contents of the RFI documents.

2.8 Acceptance of these Conditions

Consultants, by submitting a response to this RFI, are deemed to have acknowledged and agreed to the conditions set out in this RFI and have read and agreed to Plan's general Terms and Conditions included in this RFI at a later stage.

PART 3 – INFORMATION TO BE PROVIDED

This Part details all the information consultants are required to provide to Plan. Submitted information will be used by Plan as set out in Clause 1.2. The following minimum information is to be provided. If this information, or any additional information, is available on your website please provide the address to enable Plan to undertake further analysis.

3.1 Consultant details

- a) Consultant's name: Full Name, registered name (if any), registered address, email address and phone number.

b) Consultant's CV

3.2 Consultant's capabilities and experience- RFI Response

The consultant will be able to demonstrate previous successes in building organic traffic for websites or organisations engaged in advocacy and campaigning. And demonstrate knowledge of how SEO best practice can be applied to non-commercial sites that do not engage in e-commerce or fundraising. Awareness of the international development and humanitarian sector and the nature of our work would be beneficial.

Please indicate in your response how you would address the suggested scope of work and your proposed deliverables.

3.3 Indicative Pricing

Details of indicative rates and prices to perform the Opportunity.

3.4 Other Information

Any further information you believe Plan may require in support of its RFI review

Women-owned businesses and companies actively engaged or advancing gender equality and women empowerment in the workplace are especially encouraged to apply.