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SAMPLE:

Search Engine Optimisation RFP

Guidance and Templates

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1. About Econsultancy

Econsultancy is the leading source of independent advice and insight on digital marketing and ecommerce.

Our reports, events, online resources and training programmes help a community of over 75,000 registered marketers make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy is an [award-winning online publisher of reports](#) covering best practice, user experience benchmarking, market data and supplier selection aimed at internet professionals that want practical advice on all aspects of ebusiness.

Econsultancy also operates a highly popular [training](#) division, used by some of the world's most prominent brands for staff education, both in-house and via public courses. We provide training across all areas of digital marketing and at all levels from one day courses to diplomas to Masters in Digital Marketing.

In addition, we host more than 100 events a year, such as The Online Marketing Masterclass, regular Supplier Showcases and Roundtables, an annual Future of Digital Marketing event, Digital Cream and a range of social events.

The [Econsultancy](#) site now attracts 175,000 unique users per month where they access research, read the blog and take part in discussions in the forums. And as a portal to the digital marketing community, Econsultancy members can also link up with other members and digital suppliers through our directories, as well as find a new job or new digital talent using the job listings.

Some of Econsultancy's client-side members include: Google, Yahoo, MSN, MySpace, BBC, BT, Shell, Vodafone, Yell.com, Dell, Oxfam, Virgin Atlantic, TUI, Barclays, Carphone Warehouse, IPC Media, Deloitte and Touche, T-Mobile and Estée Lauder.

[Join Econsultancy](#) today to learn what's happening in digital marketing – and what works.

Call us to find out more on +44 (0)20 7681 4052 or [contact us online](#).

1.1 Contact

If you would like to know more about corporate membership and our roundtables or events then please contact us on +44 207 681 4053 or Peter.Abraham@Econsultancy.com.

If you have any comments or queries about this briefing then please contact Econsultancy's Research Director; Linus.Gregoriadis@Econsultancy.com

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2. Introduction

This document is a template RFP. It contains a long list of considerations, deliverables and criteria. In order to get a prompt and focused response from your short-listed agencies only include the sections that are most relevant to your particular requirements.

Before developing your RFP please consider reading [The Business Case for SEO](#) and [Search Engine Marketing Buyers Guide](#) both published by Econsultancy.

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3. Example RFP: SEO

3.1 Background

[Explain your business and the role the website plays in it. What have been the successes. What are the big challenges. What work has been recently undertaken. What is in the plan. Why are you now looking at SEO?]

[Give a sense of the rate of change and dynamism of the site.]

[List countries, languages and geographies relevant to this RFP.]

3.2 Business Measurements

[Most SEO activities will focus on hard acquisition and conversion measurements. To the greatest extent that you can share hard business data and targets with the agency. Give the agency a real sense of why your website exists and what it is about.]

3.3 Success Measures

[Consider using some of the below measurements as success for this project. If you don't have current benchmarks for SEO consider asking the agency to propose them for you and/or compare them to other techniques– esp. PPC]

If successful this project will:

- Increase visitors from natural search from X to Y unique users by [date] – Great for sites seeking awareness exposure / increased presence.

3.4 Websites in scope

[If your organisation has a number of different websites it may be more effective to consider them collectively for the purposes of SEO. List them out here.]

- List of websites and domains to be considered by the agency.
- List of other websites operated by the business but out of scope for this work.

3.5 Technologies and Operations

[To affect change your partner will need to know how you sites work and are operated. The more detail you can give here the stronger their response will be. Be prepared to engage with suppliers and answer questions on these subjects.]

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3.6 Search experience and insights

3.7 Timescale

The timescales for the selection process are as follows:

March 12th	Deadline for notifying us that you intend to respond to this RFP and list any initial questions you have
March 14th	
March 19th	
March 26th	
April 4th	

3.8 Budgets

[Ultimately down to your particular approach to procurement BUT for something as potentially open-ended as search it may be worth indicating your budget spend and negotiating with agencies on scope rather than price.]

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4. Your Proposal

[Below are a list of work items and deliverables. Before completing this section consider reading section 1.8 Resource of the [Econsultancy SEO Best Practice Guide](#). It is important to set the agencies expectation about what you will and won't be doing in-house.]

4.1 Approach

- We are looking for guidance and recommendations on the approach to this project. Specifically, your tender must propose and justify:

4.2 Work to be undertaken / Deliverables

We are specifically looking for the following tasks and deliverables to be undertaken. In providing your response you should challenge these and recommend the activities you believe will deliver us the greatest value.

- Production of an SEO Strategy.
 - To be considered in isolation.

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