



## Request for Quotation

### **Modern responsive website, six-month SEO plan, branding improvements and picture-desk portal**

#### **Background**

The Bond Media Agency has operated over the past 10 years in the very competitive PR, media buying and picture desk business in the Merseyside area. Bond Media Agency is looking to improve its online presence. The company is currently very active on social media and wants to match this with a modern responsive website, SEO plan and an upgrade in design/branding across all platforms. We are also looking to make improvements to our picture desk – by building a portal for images to be uploaded to.

#### **Requirement**

Bond Media Agency is looking to improve its online presence by redoing and improving; The website, SEO, branding and picture portal.

#### **New responsive website**

The company requires a new, modern and responsive website. A lot of the current traffic comes from mobile devices – Bond Media requires a website that looks equally as good on mobile and tablet as desktop.

- Modern stylish design
- Mobile and tablet versions

#### **SEO plan**

The Bond Media website obviously ranks for its own name – we are looking for a six-month SEO plan to enable the company to rank for competitive terms such as; PR Liverpool and media buying Liverpool etc. We are looking for a guidance plan that we can easily implement ourselves.

- PR and marketing related terms
- Full SEO audit of the new website
- Content strategy

#### **Improving of branding continuity across all digital platforms.**

With the new website we would like to make some branding improvements and for these to be implemented across all digital and social platforms. Socially Bond is very active, but an aligning of the brand will create a consistency that will harbour trust.

- Suggested branding improvements
- Full branding guidelines
- Social media and digital alignment

#### **Online picture portal**

As part of the web build we are looking to integrate an online picture portal which will allow professional photographers and members of public the chance to upload photos that can be bought from anywhere in the world.

- E-commerce functionality
- Login access and uploading capability
- Individual or batch distribution to agencies

We will require the supplier to demonstrate a portfolio of responsive web design, e-commerce and branding knowledge and understanding. The supplier will also need to show an impressive knowledge of SEO.

### **Deliverable Timescale**

We would like the project to be delivered in four weeks – starting as soon as possible after appointment (expected by the end of May 2019).

### **Indicative Budget**

£20,000+

### **Evaluation Criteria**

Quotations will be assessed and scored on the following criteria:

#### ***Quality/ Technical Merit (50%)***

Supplier must demonstrate they have the technical and professional capability to deliver the requirement.

#### ***Delivery Timescale (20%)***

Supplier must demonstrate they can deliver the requirement to timescales above.

#### ***Cost/Value for money (30%)***

Does supplier offer value for money. This will not necessarily be the cheapest quote.

### **Scoring Methodology**

4 Excellent	Proposal meets and in some places, exceeds the required standard
3 Good	Proposal meets required standard
2 Acceptable	Proposal meets the required standard in most respects, but is lacking or inconsistent in others
1 Poor	Proposal falls short of expected standard
0 Unacceptable	Completely or significantly fails to meet required standard or does not provide the relevant answer

### **Proposal Format**

Proposals should clearly demonstrate how they meet the requirement set out above.

### **Deadline and Submission**

Proposals are required by Friday 24<sup>th</sup> May either electronically or by post/in person to Gary Bond [gary@bmgworld.com](mailto:gary@bmgworld.com)

### **Date Published**

14<sup>th</sup> May 2019

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### **Conditions of Tender**

- Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether or not your organisation is successful.