



Request for Proposal (RFP)
for engaging

Website and Marketing Agencies
for **Website Maintenance, Search Engine Optimization
and Digital Marketing**

October 25 2016

Andhra Pradesh Economic Development Board

Lake View House, Raj Bhavan Road,

Somajiguda Hyderabad

Phone: + 040 23320481 & 491

Email: helpdesk@apedb.gov.in

Website: www.apedb.gov.in



Background

This “Request for Proposal” (RFP) is issued by the Andhra Pradesh Economic Development Board (APEDB), which was established by the Government of Andhra Pradesh vide G.O. Ms. No. 87, G.A. (SC.B) Dept., dated 17-03-2016.

APEDB has been conceived under the leadership of the Honourable Chief Minister to accelerate the inclusive economic growth of Andhra Pradesh. The board acts as a catalyst to facilitate economic growth, investment climate, reforms, and competitiveness in Andhra Pradesh.

The mandate of the APEDB includes active promotion of the State of Andhra Pradesh as the ideal destination for investments, facilitating Ease of Doing Business in the state, being a single point of contact for investments into the State of Andhra Pradesh, entrepreneurship development, structuring finances for major projects of the state, acting as a think tank for development of economic policies, promotion of venture funds, and developing strategies for accelerated economic growth etc.

The endeavor to promote and protect the State of Andhra Pradesh as India's most attractive investment destination, a dynamic website to be maintained with all updated and relevant information which will be available to all the potential investors as well as general public.

To showcase the opportunities for investment in Andhra Pradesh in various forums, it is necessary to maintain a dynamic website.



In this regards, APEDB is requesting a reputed company to maintain the website (www.apedb.gov.in), search engine optimize for specific search terms, run digital marketing campaigns for specific keywords and deploy the website changes in the NIC hosting server.

Therefore, APEDB invites quotations from reputed companies, with experience in similar experiences of maintenance of dynamic website including day to day maintenance, graphic services, search engine optimization, digital marketing and deployment.

Bidders should quote the all-exclusive fee for executing the assignment.

Key Address and Contact Details are as follows:

For all queries and clarifications on the RFP
Mr. D V Mallikarjuna Rao Andhra Pradesh Economic Development Board, Lake View House, Rajbhavan Road, Somajiguda, Hyderabad – 500082 Mobile No : 9000227017 Email: dvm.rao@apedb.co.in Website: www.apedb.gov.in

Notice Inviting Quotations

The Andhra Pradesh Economic Development Board invites online tenders from reputed Agencies to dynamically maintain the APEDB website.

Key Dates

No	Events	Details
1	Issue of Advertisement in APEDB website	25-10-2016
2	Last Date of Submission of quotations	2.00 pm, 10-11-2016
5	Declaration of Successful Bid	5.00 pm, 16-11-2016

RFP Type: Website maintenance/graphic services/search engine optimization/digital marketing/deployment

Expectations:

Request of quotations from vendors to provide website maintenance/search engine optimization/graphic services/digital marketing for its website to ensure easy communication and collaboration with APEDB.

The purpose for seeking these services is to update the latest news and events, update the latest content, improve the user experience, to provide increased web presence, improve the communications, and assist the users in contacting the APEDB team.



The selected vendor will be offered a two-year contract. **The contract will begin December 1, 2016 and end on November 30, 2018**

This solicitation does not commit APEDB to award a contract, to pay any costs incurred in preparation of a proposal, nor to procure any services that may be offered.

Skills required of vendor:

- Have a working knowledge of PHP, HTML5 and CSS3 - version updates, editing content, setting general styles, uploading and integrating media (image, PDF and video)

Design and layout skills

- Strong layout skills to ensure a cohesive look across all pages that reflect the APEDB brand and responsive to all devices
- Ability to create compelling slider graphics. Details for the slider graphic will be provided by the APEDB communication team
- Ability to integrate images and graphics that enhance the site
- Ability to create graphics in Photoshop, export for web usage
- Ability to optimize the website pages (off page and on page) for search engine ranking
- Ability to run social media and search engine campaigns
- Ability to deploy the changes in the recommended hosting server



Vendor will work solely with communications team to achieve consistent graphic look between website and current update. APEDB brand guidelines will be provided.

Tasks required of vendor:

Monthly

- Update homepage with text/photos/video
- Update calendar of events with banners
- Archive old news and events
- Update the content and images with relevant keywords for search listing
- Optimize the keywords for search engine
- Update tender, careers, newsletter and partner logos
- Update slider images, create new slider graphics
- Create graphics for events posts, press releases
- Update press releases and photo gallery
- Share weekly and monthly SEO report
- Bug fixing and problem resolution
- Hosting Support

AdHoc

- Design and build new features for the website
- Provide cover page design for APEDB social media pages
- Run AdWords and Social Media campaigns for specific events
- Improve the “Likes” for APEDB social media pages
- Boost specific events on social media pages
- Design standees, leaflets, presentation for events



Requirements for All Bidders

- Bidders must list at least two (2) projects that are substantially similar to this project as part of their response, including references for each.
- Proposals must be signed by a representative who is authorized to commit bidder's company.
- If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.

Evaluation Factors

1. APEDB will rate proposals based on the following factors, with cost being the most important factor:
 - a. Responsiveness to the requirements set forth in this Request for Proposal
 - b. Relevant past performance/experience
 - c. Monthly maintenance cost in the quotations
 - d. Technical expertise/experience of bidder and bidder's staff

The scrutinization process and selection of the vendors will be done by the internal committee as per the dates given in this document.

Submissions Must Be Provided by the Deadline as Follows:
Electronically, in PDF format only, to:

Mr. D V Mallikarjuna Rao
Andhra Pradesh Economic Development Board, Lake View House,
Rajbhavan Road, Somajiguda, Hyderabad – 500082



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