



Vendor Questions Due Date  
RFP Response Due Date  
Vendor Selection

*Indicate Date*  
*Indicate Date*  
*Indicate Date*

Please submit all questions to *Indicate e-mail address* prior to the due date for vendor questions specified above.

### **Introduction: Company Overview and Project Objectives**

- Section 1 – Methodology and Experience**
- Section 2 – Natural Optimization Strategies**
- Section 3 - Pay-Per-Click Strategies**
- Section 4 – Tracking and Reporting**
- Section 5 – Implementation and Development**
- Section 6 – Proposed Budget**
- Section 7 – RFP Response Submission**

### **INTRODUCTION COMPANY OVERVIEW AND PROJECT OBJECTIVES**

*Begin with a description of your company and your history. Include answers to the following to allow the responding firm to understand your company, market and goals as much as possible:*

- 1. What does your company do and how long have you been in business?*
- 2. What are your main credentials?*
- 4. What would you say are the most important words and phrases people in the market for your goods and/or services would search for (now & future)?*
- 5. Please describe your typical customer(Age, Gender, Education, Income, Lifestyle, Location, Internet Comfort level)*
- 6. What is your unique selling proposition? What makes your company better than your competitors?*
- 7. What is the purpose of your site? (To sell products, to provide information only, resource site, etc.)*
- 8. How does your site generate revenue?*
- 9. What actions do you want visitors to take (make purchases, register, etc.)?*
- 10. List the Web sites of up to 3 competitors in order of importance:*
- 11. Has your site been optimized by another company? If so, can you list the services they have performed?*
- 12. Do you have access to your site statistics?*
- 13. Do you have control over the hosting and development environment of your site?*
- 13. Do you have a PPC (pay-per-click) campaign?*
- 14. Overall, what would you ultimately like to achieve through Web site?*



## SECTION ONE METHODOLOGY AND EXPERIENCE

### 1.1 – Philosophy and Approach

Outline your company's philosophy for search engine optimization and online marketing in general, and give a generic outline of your typical approach to improving a site's traffic and rankings. Also, describe how your techniques qualify as "white hat", or follow the industry standard and best practices preferred by the major search engines. Be sure to outline both immediate and ongoing efforts.

### 1.2 – Personnel

Provide the name, job title, expertise and project responsibilities of the key members of your SEO and online marketing teams that will most likely be involved in our project.

### 1.3 – Portfolio

Provide a list of three clients that you have completed or are currently working on SEO and/or online marketing projects for that best exemplify the full range of your capabilities and services. Be sure to include statistics showing the impact of your services.

## SECTION TWO NATURAL OPTIMIZATION STRATEGIES

### 2.1 – Research

Outline your research offerings, including what data you will gather and what impact the information will have on determining how you will proceed with our site.

### 2.2 – On-Page Optimization

Outline your actual on-page optimization offerings and describe the intended impact each is to have on our site's performance.

### 2.3 – Ongoing Strategies

Outline your short-term and ongoing SEO and marketing campaign offerings and describe the intended impact each is to have on our site's performance.

## SECTION THREE PAID STRATEGIES

### 3.1 – Pay-Per-Click Campaigns

Describe a typical PPC campaign as run by your company, including initial research, setup and management services.

### 3.2 – Paid Directory Submissions

Describe what paid directory submission services you provide, including your approach and intended impact on our site's performance.



## SECTION FOUR TRACKING AND REPORTING

Outline the information that is tracked when conducting an ongoing SEO campaign, how these items are tracked and what information will be reported to the client on a monthly bases.

## SECTION FIVE IMPLEMENTATION AND DEVELOPMENT

### 5.1 – Creation and Distribution of Press Releases

Outline your press release creation, optimization and distribution services. Be sure to include your qualifications in each and how you typically group these services to form a campaign.

### 5.2 – Landing Page Creation

Outline your landing page development, optimization and promotion services. Be sure to include your qualifications in each and how you typically group these services to form a campaign.

### 5.3 – Original Design Capabilities

Outline your original design capabilities and services as they relate to SEO and marketing. Be sure to include your qualifications in each and how you typically group these services to form a campaign.

### 5.4 – Ad Creation

Outline your ad creation services, including design, copywriting and distribution. Be sure to include your qualifications in each and how you typically group these services to form a campaign.

### 5.5 – Code Changes and Additions

Outline your in-house capabilities for altering, developing and implementing existing page code and backend programming to maximize a site's impact and indexability. Be sure to outline your approach in determining what changes are necessary.

## SECTION SIX PROPOSED BUDGET

Provide a complete list of all applicable services that could be part of our project with pricing for each if possible with the information we have provided in this RFP. If exact pricing is not possible, please provide ranges for each service.

Also if possible with the information provided, submit an outline of the services you would recommend for our project along with pricing.

Be sure to include a sample contract showing any and all terms and conditions that the project will be subject to, including immediate projects and ongoing campaigns.



## SECTION SEVEN RFP RESPONSE SUBMISSION

A digital copy of your response to this RFP must be submitted to *Indicate e-mail address* prior to *Due Date*. In addition, *Indicate Number* printed copies of the proposal must be mailed and received by our offices no later than *Due Date*. A disk containing a PDF version of the proposal and any other material you wish to submit in response must be included in this mailing. No responses received after the deadline will be considered for the project.

Mailing Address:

*List Main Contact and Address*