



TERMS OF REFERENCE

I. PROJECT TITLE: SEO Campaign for the UK Market

II. OBJECTIVES, DELIVERABLES AND GUIDELINES

PDOT-London is in need of the services of a company / individual based in the United Kingdom to plan, implement and manage an SEO campaign for the UK market.

Deliverables

1. SEO campaign plan that will:
 - increase traffic to the **www.itsmorefuninthephilippines.co.uk** website
 - increase the reach (impressions) of the social profiles
 - increase the number of outbound clicks (to partner sites)
 - increase keyword positions on targeted keywords
 - help to handle bad news on the destination (reputation management)
 - increase follower numbers on social profiles
 - ensure and increase engagement (interaction with followers)
 - generate traffic to social media posts (as well as visits back to the site via social posts)
 - increase social media profile
 - increase social engagement for activations and events through management of competitions, for example
 - increase number of Visit Philippines app downloads and the general performance of the app
2. Preparation monthly and end-of contract SEO campaign reports and recommendations
3. Provision of advice on digital marketing activities implemented by PDOT-London in cooperation with travel trade partners / brands

Guidelines:

The proponent, in its design and delivery of the service, shall adhere to and comply with the following guidelines:

1. Proponent should be an expert in the field of SEO/digital/integrated marketing and should be based in the United Kingdom
2. Experience in handling tourism related accounts and knowledge on the Philippines will be an advantage
3. Proponent should be able provide a package of services that adheres to the Department of Tourism's branding guidelines and set objectives and in accordance to industry best practice.
4. Proponent shall commit to be in constant coordination and consultation with PDOT-London in the course of the delivery of services and shall be willing to have regular weekly face-to-face meetings with PDOT-London.

III. DOCUMENTARY REQUIREMENTS

Bidders are required to submit the following together documents **together with their proposal**:

- Business Registration Document
- Latest Tax Certificate
- Company Portfolio including company background and relevant previous sample of work

IV. TIMEFRAME

April 10: Deadline for submission of proposals and selection of winning bid

April 12: Meeting with PDOT-London

April 16: Target commencement of delivery of services

V. BUDGET ALLOCATION:

The budget allocated for the required services for a 6-month contract duration **GBP14,000** (GBP14,000.00 is approximately PHP980,000.00 @ GBP1 = PHP70), inclusive of VAT. Contract will be subject to regular evaluation by PDOT-London.

The winning bid, however, shall be determined by the Philippines Department of Tourism – London based on the proposal with the most effective, efficient and attractive inclusions and advantageous financial cost, provided that the amount of the bid does not exceed the above said budget.

VI. PAYMENT PROCEDURE

Payment will be on services rendered basis and shall require submission of required reports.

Prepared by:



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Tourism Attaché

PDOT-London

Conforme:

NAME OF PROPONENT

Position in the Company

Company Name