

Request for Proposal (RFP)

RFP_001_2026_Search Engine Optimisation

Services Required	Search Engine Optimisation
RFP Number	RFP_001_2026_SEO
Type of Procurement	Services Agreement
Type of Contract	Service
Term of Contract	12 months from the date of contract
Contract Funding	NACO-YRGMERF -projects
Submit Proposal electronically to	rfp@yrgcare.org
Date of issue of RFP	10 March 2026
Deadline for raising queries by bidders	16 March 2026
Date of Clarifications to the bidders	23 March 2026
Deadline for submission of offers	30 March 2026
Latest date for award of contract	15 April 2026

Terms of Reference

Appointment of Agency for
SEO Management

Project	IT-enabled Virtual Strategies and Management of NACO Helpline 1097
Implementing Agencies	NACO YRGMERF Global Fund (NACP-V)

Project Period

01 April 2024 – 31 March 2027

1. Background and Context

The National AIDS Control Organisation (NACO), in collaboration with YRGMERF under the Global Fund-supported NACP-V initiative, is implementing an integrated digital programme titled IT-enabled Virtual Strategies and Management of NACO Helpline 1097. The programme's ambition is to create a unified national digital gateway through which people Advand be linked to testing and care services—all within a single, coherent digital ecosystem.

At the centre of this ecosystem is a national landing page endorsed by NACO, seamlessly integrated with Helpline 1097 and supported by centralised data capture through SOCH. The platform has been designed to be safe, stigma-free, and accessible—but its impact depends critically on people being able to find it and engage with it.

To drive sustained awareness, organic discoverability, and ethical user engagement, NACO/YRGMERF intends to appoint professional agencies to manage two complementary digital outreach functions: Search Engine Optimisation (SEO). This ToR defines the full scope, expectations, compliance requirements, and monitoring framework for this appointment.

2. Objectives of the Assignment

The overarching objective is to increase awareness, reach, and appropriate utilisation of the unified Virtual Intervention landing page, NACO Helpline 1097, and the broader continuum of HIV prevention, testing, and care services. More specifically, the assignment aims to:

- Improve the organic discoverability of the landing page across search engines through sustained, technically sound SEO
- Support behaviourally appropriate calls-to-action—encouraging information seeking, counselling engagement, and service referral—while avoiding anything that could stigmatise users or compromise their privacy
- Generate actionable insights that help the Project Management Unit adapt services and communications in response to user behaviour and needs

3. Scope of Work – SEO Management

3.1 Strategic SEO Planning

The agency shall develop a national SEO strategy aligned with the goals of NACP-V and the specific service objectives of the landing page. This includes conducting comprehensive keyword research across topics such as HIV and STI awareness and prevention, testing and counselling access, treatment literacy, Helpline 1097, and related government health services. The strategy must account for regionally relevant and vernacular search intent across India's diverse linguistic landscape.

3.2 On-Page SEO

The agency shall carry out structured on-page optimisation covering meta titles and descriptions, header hierarchy (H1 through H4), image alt-text, accessibility tags, and internal linking architecture. All optimisation work must be undertaken with care—improving

discoverability should never come at the cost of content sensitivity, user privacy, or public health accuracy.

3.3 Technical SEO

Technical improvements shall include page speed optimisation (with a mobile-first approach), compliance with Core Web Vitals standards, structured data and schema implementation where appropriate, and ongoing optimisation of crawlability and indexing. Given that many users will access the platform on mid-range smartphones over mobile data, mobile performance is a priority.

3.4 Content Optimisation Support

The agency shall provide SEO guidance for informational content including FAQs, resource pages, and educational articles. Content recommendations must always be consistent with NACO communication guidelines—non-stigmatising, non-commercial, and medically accurate. The agency's role here is advisory and supportive; all content decisions rest with NACO/YRGMERF.

3.5 Monitoring and Reporting (SEO)

The agency shall submit monthly SEO reports covering keyword rankings, organic traffic growth, click-through rates, and user engagement metrics. These insights should be presented with clear recommendations for service and communication adaptation, shared with the Project Management Unit for review and action.

4. Data Governance, Ethics, and Compliance

All work under this assignment must adhere strictly to the HIV & AIDS (Prevention and Control) Act, 2017, applicable data protection and confidentiality norms, and NACO's communication and branding guidelines.

✂ The following are absolute prohibitions: independent data harvesting or storage by the agency; remarketing using sensitive or inferred health-related behaviour; any commercialisation of user interactions or data.

All analytics data, campaign assets, platform accounts, and learnings generated under this assignment remain the exclusive property of NACO/YRGMERF. Data must be integrated with SOCH as applicable and shall not be retained by the agency beyond the contract period.

5. Deliverables Summary

The following deliverables are expected from the appointed agency:

SEO	National SEO strategy document, on-page and technical optimisation reports, monthly keyword and traffic dashboards

Compliance	Documentation of all approvals, targeting decisions, and platform account access; adherence statements as required
Insights	Actionable quarterly recommendations for service adaptation, based on organic and paid traffic insights combined

6. Coordination and Reporting Structure

The agency will work under the direct guidance of the designated Project Management Unit at NACO/YRGMERF. Monthly virtual review meetings will be held to discuss performance, resolve issues, and align on upcoming work. The agency will coordinate closely with the technology team managing the landing page, the SEO and content teams, and the Monitoring and Evaluation team to ensure coherence across all digital touchpoints.

7. Duration of Assignment

The initial engagement will be for 12 months from the date of contract signing, renewable on an annual basis. Renewal will be based on demonstrated performance, compliance with ethical and legal standards, and alignment with the evolving priorities of NACP-V.

The contract may be renewed, if required subject to mutual consent and satisfactory review of work in progress. Any modifications or extension of contract will be in writing and with a 30-day clear notice ahead of such deadline.

8. Evaluation Criteria for Agency Selection

Agencies will be assessed on the following criteria:

Domain experience	Demonstrated work in public health, social sector, or government campaigns
Ethical digital outreach	Understanding of sensitivity requirements, including data ethics and stigma-free communication
SEO technical competence	Proven capability in on-page, technical, and content SEO, with verifiable results

Reporting rigour	Clear, honest, and actionable monthly reporting with demonstrated accountability
Government systems experience	Familiarity with approval processes, compliance documentation, and government partner coordination

9. Ownership and Exit

All digital assets, platform accounts, data, advertising materials, reports, and learnings generated under this assignment shall remain the sole and exclusive property of NACO/YRGMERF. Upon contract completion or termination, the agency shall hand over all assets, account credentials, and documentation in full, in a structured and usable format, within a timeframe agreed upon in advance.

10. Pricing

The respondent to this RFP shall provide a costing sheet/ budget that covers the components mentioned in the scope of work at least with the minimum information as shown here and in the format provided below:

Sl.Nr.	Search Engine Optimisation Services	Cost in INR
1	Agency Fees	
2	Per word price for SEO	
3	GST @ 18%	
4	Total Price	

Key instructions to bidders

All quotes sent to YRGMERF (electronic version only) shall contain information sought in this RFP. It is the responsibility of the bidder to ensure all details as requested are submitted. There will be no communication or feedback on submitted quotes until the review is completed and a decision is communicated (the decision will be communicated only to those shortlisted/ finalized for the next step relating to contracting).

The bidder's document shall contain:

- 1) The reference number of this RFP.
- 2) Date of submission.
- 3) Name, address, of the chief functionary, two contact numbers and an E-Mail ID.
- 4) The validity period of the quote.
- 5) Detailed description of services offered, relevant to this RFP, to evaluate compliance with this solicitation.
- 6) Lead time required to initiate the contract should this bid be successful.
- 7) Bank details in full.
- 8) Registration / Incorporation Certificate, Copies of PAN & GST registration.
- 9) Past performance information relevant to this RFP. A small statement with following details is adequate: 1) Contracting agency 2) Subject of contract 3) Period of contract 4) Value of the contract 5) Whether the award was the outcome of a public tender / competitive bidding.
- 10) Last three years ITR of the company.

Evaluation and award process

YRGMERF compliance and project specific team lead will review each bid and will decide on a suitable bidder who conforms to the RFP needs, apart from being price advantageous. The contract will be awarded to the bidder representing the best value for money. For the purpose of clarity, it is to be understood that “best value” is determined by price, technical abilities, past performance determined by the Evaluation Committee through an Evaluation / Scoring Grid as per rationale in Annexure 1 to this RFP.

Award notice

A written notice of award or acceptance of a bid will be intimated to the successful bidder, which shall result in the conclusion of a binding contract between the two parties.

Offer validity

This RFP in no way obligates YRGMERF and or NACO to issue a contract and or reimburse costs supposedly related to designing/ submitting a bid relevant to this RFP. Any bidder's proposal will automatically be assumed to be valid until 30 April 2026, providing for a contingency timeline.

Conflict of interest and or anti-corruption assurance

The successful bidder will assure in writing there is no conflict of interest with individuals at YRGMERF. Similarly, if there is ground to believe that there are violations related to anti-corruption, the same may be reported to the ethics desk at YRGMERF (swarna@YRGMERF.org).

Declaration of compliance (Annexure – 2)

Every bidder shall in the document submitted for review, include the following declaration as the submission closure statement:

“We agree, as evidenced by the signature below, that the proposal submitted has in its entirety considered all terms and instructions provided in the RFP.”

Signature.....

Designation.....

Date.....

Submission of Proposals (Annexure – 3)

Applicants wishing to respond to this **RFP** are required to submit their applications along with the organizational profile in the prescribed format given below with supporting documents before the due date. **Applicants are encouraged to submit the completed application well before the deadline for submission.**

ORGANIZATIONAL PROFILE		
S. No.	Item	Information
1.	Full Name of Organization (as per registration document)	
2.	Registered Office Address (Please provide complete address with PIN Code)	
3.	Telephone Number/s	

4.	Legal Status (Please specify whether Registered Society/Trust/Section 25Company/Other)	
5.	(1) Registration No. and Date: (2) Place of Registration and Other Details: (Please append self-attested copy of Certificate of Incorporation/Registration to this application form)	
6.	Name of the Director/President/Head of the Organization	
7.	Name and Designation of Contact Person(s)	
8.	Mobile No. and Email ID of Contact Person(s)	
9.	Total number of paid staff working full time	
10.	Gross Revenue in the past two financial years	

Bidders are required to ensure that their offers reach YRGMERF electronically, only to the E-Mail address given above, within the deadline mentioned. All queries for clarifications shall also be addressed within the deadline for the same, to the same E-Mail box. Should there be queries from the bidders and corresponding clarifications from YRGMERF, an FAQ document will be posted in the website under the same Procurement Notice, latest by end of day on 23th March 2026. Bidders are advised to watch that space.

The date and time stamp on the E-Mail as per the YRGMERF system will alone be considered.

Please note that, if the attachment to the E-Mail exceeds the prescribed limit, the bidders can submit multiple E-Mails, provided the E-Mails are marked with the subject line “RFP_001_2026 <E-Mail 1 of X> <E-Mail 2 of X> etc. Please ensure that the offers along with all the mandatory attachments are sent to YRGMERF within the deadline prescribed and only to the Mail box mentioned in the timeline for this RFP.