

# **Terms of Reference (TOR) Document for SEO Work**

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## Introduction

This Terms of Reference (TOR) document outlines the requirements and expectations for engaging a vendor or freelancer to enhance the Search Engine Optimization (SEO) performance of our website. The selected vendor will focus on two key aspects: SEO Performance Optimization and the Implementation of a Server-Side Tag Manager. Our goal is to significantly improve our website's core web vitals, overall performance, accessibility, SEO metrics, and good practices while ensuring robust analytics capabilities despite user restrictions on cookies.

## Scope of Work

### 1. SEO Performance Optimization

The vendor will be responsible for:

- Enhancing the current core web vitals to meet passing standards.

#### **Core Web Vitals Optimization Targets:**

- Largest Contentful Paint (**LCP**): **Less than 2 seconds.**
- Interaction to Next Paint (**INP**): **Less than 100 milliseconds.**
- Cumulative Layout Shift (**CLS**): **Less than 0.1.**
- Increasing the website's performance, accessibility, SEO, and best practices metrics from their current scores (30s and 50s) to above 95 for **both mobile and web.**

#### **SEO Optimization Targets:**

- Performance: **above 95**
- Accessibility: **above 95**
- SEO: **above 95**
- Best Practices: **above 95**

### 2. Implementation of Server-Side Tag Manager

The vendor will:

- Migrate client-side tags to server-side tags
- Implement a server-side tag manager to enable comprehensive analytics tracking.

- Ensure analytics can capture user behaviour and interactions (such as page views, clicks, conversions, etc.) even when cookies are disabled, deleted, or blocked.
- Guarantee that analytics URLs are not blocked by browsers.
- Provide a solution that respects user privacy and complies with relevant data protection regulations.

## **Deliverables**

### **1. SEO Performance Optimization**

- Detailed analysis report on current performance metrics and core web vitals.
- A comprehensive plan for improving the identified metrics.
- Implementation of improvements and adjustments to achieve target metrics.
- A final report documenting the improvements and final performance scores.

### **2. Server-Side Tag Manager Implementation**

- Design and implementation plan for the server-side tag manager.
- Configuration of analytics to capture necessary data even with cookie restrictions.
- Testing and validation to ensure accurate data collection.
- Documentation of the implemented system and a user guide for future reference.

## **Proposal Requirements**

Interested vendors should submit a detailed proposal, including the following:

### **1. Timeline**

- Detailed timeline for each phase of the project.

- Milestones and deliverables with expected completion dates.

## 2. Pricing

- Breakdown of costs for each component of the project.
- Payment terms and conditions.

## 3. Approach

- Methodology and strategies for SEO performance optimization.
- Technical approach to implementing the server-side tag manager.
- Tools and technologies to be used.
- Risk mitigation strategies.

## 4. Portfolio

- Case studies or examples of previous relevant work.
- References from past clients, preferably in similar projects.

## 5. Technical Familiarity

- Confirmation of familiarity with **OctoberCMS** and ability to perform the entire scope of work on a project built on OctoberCMS.
- Sample analysis using the sample website: **crdbbank.co.tz**.
  - Preliminary observations.
  - Suggestions for possible improvements.

## Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. Understanding of the project requirements and objectives.
2. Feasibility and clarity of the proposed approach.
3. Experience and expertise in SEO optimization and analytics implementation.
4. Familiarity with OctoberCMS and demonstration of capabilities through sample analysis.
5. Timeline and ability to meet project deadlines.

6. Competitive and transparent pricing.
7. Quality and relevance of the portfolio and references.

### **Project Urgency**

This project is of high priority. The selected vendor must demonstrate the ability to start immediately and complete the work within the agreed timeline. Delays and extensions will only be accommodated under exceptional circumstances and must be communicated in advance.

### **Submission Guidelines**

Proposals should be submitted electronically in PDF format to [raphael@hebet.com](mailto:raphael@hebet.com). Any questions or requests for further information should be directed to **Raphael Peter** ([+255 786 065 529](tel:+255786065529))