



## **Request for Proposal – SEO Agency World Renew Marketing and Communications**

### **Organization Overview**

World Renew is one of North America's leading mid-size international and domestic non-profits, with headquarters located in the United States and Canada, specializing in community development, disaster response (in North America and internationally), and in peace and justice work. World Renew is an extension of the Christian Reformed Church of North America.

### **Key Objective**

World Renew seeks an agency with expertise in Search Engine Optimization and digital content strategy and creation for [www.worldrenew.ca](http://www.worldrenew.ca). We aim to partner with an agency for a 6 or 12 month contract. The agency we seek will perform a comprehensive audit in order to inform and develop a strategy that will:

- a) Capture email leads
- b) Increase website traffic
- c) Increase website quality of traffic
- d) Provide digital content on a regular basis that contributes to the newly identified SEO goals

### **Consultancy Requirements**

The agency should specialize in customized SEO analysis, solutions and content development. Experience with nonprofit organizations is an asset. All correspondence will be in English.

Please answer the following questions in your application:

1. Explain in detail your approach to and tools used for:
  - a. Keyword strategy
  - b. Benchmarking
  - c. Optimizing on-page/technical factors
  - d. Developing content
  - e. Optimizing off-page factors
2. What SEO tactics do you oppose using?
3. What is your approach to and experience with mobile SEO?
4. What is your approach to and experience with social SEO?
5. What is your approach to and experience with international SEO?
6. What is your approach to digital content development in order to reach business goals?

You are welcome to include other documentation relevant to demonstrating the capabilities of your agency.

*World Renew is not bound to accept any or all of the proposals received.*



### **Terms of Reference**

Our measure of success will be:

1. Development of content that contributes to organizational goals
2. Offsite and onsite evaluation and implementation to improve SEO standing
3. All SEO changes contributing to predetermined business goals of increased brand awareness and donor acquisition

Requirements:

- Familiarity with the nonprofit industry, specifically the humanitarian sector
- Expertise in SEO and content marketing
- Evidence of success with SEO strategy with other organizations

Timeline:

**Agency Selected 11/23/2020**

**Start Date 12/01/2020**

To submit a proposal for the website: [www.worldrenew.ca](http://www.worldrenew.ca):

Please submit your proposal comprising of:

1) a summary of interest that outlines qualifications, availability, fees, and whether you are applying to the RFP for the .ca web address or the .net web address, or both

2) 2-4 examples of similar work on or before November 9, 2020 to [rfpsubmissions@worldrenew.ca](mailto:rfpsubmissions@worldrenew.ca) with the subject line RFP-<Your name>-SEO Agency - CAD

*World Renew is not bound to accept any or all of the proposals received.*