# HI Organizational Website – SPECIFICATIONS 2018-19

## Requirements, Scope and Expectations

HelpAge India invites Quotes from competent digital agencies and web solutions companies for the following tasks for its website www.helpageindia.org

A. **Website Design and Development**
B. **Website Maintenance**
C. **Search Engine Optimization**
D. **AWS (Cloud Hosting)**

## OVERVIEW

HelpAge India wants a strong digital presence of the organization and a fresh approach on usage of the HI website for overall communication. A proper plan.

## THE REQUIREMENTS:

### A) Website Design and Development

- A new design and GUI for the website that communicates more effectively

### B) Website Maintenance

- Ongoing support for content updates and new initiatives
- Backend access
- Training of backend access utilization to core HI staff members

### C) Search Engine Optimization

To be able to tap into the search engine traffic and get an increase in the website traffic.

**D) Cloud Hosting**

To secure website, increase storage space and tackle hacking issues.

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**A) Website Design and Development**

1. Mobile First design
2. User friendly
3. WORD PRESS web-based CMS (php) based module with easy backend access to organizational Staff if required.
4. Response/ Downloading time of site/s to be < 5 secs.
5. Multiple Donation pages linked to different programs all culminating to common payment gateway.
6. The design to be contemporary and in tune with the organization's overall communication strategy, which aims at:
    a. Information dissemination vis a vis HI work
    b. Donor driven website
    c. Youth oriented & fresh appealing design
    d. A tech savvy website (in sync with new technology) with social media apps and channels showcased on it
    e. Cause building social media presence
7. Social media Apps to be recommended and incorporated on the website.
8. The website construct to be state of art technology
9. The design elements should ensure clarity of communication vis a vis cause and programs
10. The website should be compatible with different platforms / browsers and all varied Tablets & Mobile devices.
11. HI data streamlined to put quality content on website and ensure that it is SEO friendly.

12. Unlimited additional pages Option: mix of static and dynamic pages.
13. Every new page to have CMS module
14. Provision to archive pages if required, after their relevancy expires.
15. Recommend number of dynamic pages required.
16. Content to suit different services, therefore look and feel to be diff.
17. The website should also be elder friendly vis a vis font size increase, less scroll down and time and ease of navigation.
18. The scope to also include training HelpAge staff on the Content Management System.
19. The technology to be used for the website development to be specified
20. The vendor to provide details of the above along with time schedule and deliverables in the proposal.
21. Find innovative means to promote mobile HelpAge SOS App on the website.
22. **IMP:** Please specify the core strength of the design & development team and allocated man hours.

**B) Website Maintenance**

1. The website maintenance activity will include content, graphic, videos and other updates to be made on the website
2. To add, edit and manage quick updates and changes to the information being shown on the website under all website sections
3. The graphics, banners etc. created, should be compatible on all browser formats
4. At regular intervals proactively comeback to us with new ideas on design, user interface and browsing experience
5. Changes to be updated by keeping the call to action on donation button in mind at all times

6. Multiple donation pages linked to different programs all culminating to common payment gateway
7. Social sharing plugin integration on each page - *Making the website social media optimized and create avenues for website visitors to share content on social media platforms*
8. Functionality to select any text from any page within the website and share it on Twitter, FB and other viable social media platforms.
9. TAT - All important changes or new additions of content to be fixed or updated within maximum 24 hour timeline
10. Site should be responsive in nature and compatible to render different screen sizes in desktop, tablet and mobile devices
11. Open graph to be managed on each page for custom titles, images and description
12. Case studies updation on each program page on priority
13. Infographics to be updated on continuous basis to keep the numbers updated on the website
14. Proactively management of pages on basis of suggestions using Google Analytics and Page Insights
15. Ensuring quick response time and regular tracking on website uptime and server related issues and sharing site health reports twice in a day
16. Proactively manage the donation page and update fixes on priority within maximum 24 hours TAT.
17. Updation to be done on beta server and transfer to live after proper testing and approval within the given timelines
18. Proactively replace or add the updated reports and publications material on website
19. Image gallery to be updated on continuous basis
20. All programs videos to be updated in the video gallery section and should have the functionality of sharing it on social media
21. Videos screens to be updated as per requirement in program pages
22. Videos to be hosted and managed within the website with social sharing plugins integration for each video

23. Custom titles, subtitles and description for each video in video gallery section
24. Website should be well optimized to have page downloading time of < 5 sec.
25. The coding of the website should comply with SEO specific standards.
26. Unlimited additional pages Option: mix of static and dynamic pages.
27. Giving us fortnightly reporting on activities done and meeting up with the communication team to discuss new ideas and way forward
28. Managing all technical aspects of Word Press CMS and related upgrades. Integration of the CMS with a custom UI
29. **IMP:** Please specify the core strength of the maintenance team and allocated man hours.

**C) Search Engine Optimization**

1. Monthly & yearly comparative analysis of HI website performance on all devices on Google search (based on the targeted keywords) and comparison with competitors' websites to analyze efforts and challenges we face in the NGO space.

2. Keep abreast with change in algorithms to avoid fall in traffic of website.

3. Provide geographical spread of site traffic

4. Provide details of ALL sources of traffic for knowledge and comparison such as: Organic, referral, via social media, paid (if required), others etc.

5. Provide User profile details - such as gender and age, of traffic that comes to website.

6. Provide details of traffic, through heat mapping on words and pages.

7. Create and Upload minimum of 4 articles per month on other webpages and platforms to push forth SEO performance every month.

8. Research and analysis of the best targeted keywords for the website based on several factors including competition, search counts and relevance.
9. Generate Info graphics from time-to-time for cause promotion through website banners, research findings, disaster relief work etc.
10. Find innovative means to promote mobile HelpAge SOS App via SEO.
11. **IMP:** Please specify the core strength of the maintenance team and allocated man hours.

**Weekly Checks & Fixes:**

- Page Speed checks and fixes for Desktop and Mobile website
- Broken links checks & issues rectification on the website
- Validation checks and issues rectification
- Ranking checks for the targeted keywords
- Indexing and Crawling checks through Google Search Console to analyze the website status
- Traffic checks (Sessions, Page Views, Bounce rate and Avg. time spent)
- Google Knowledge Graph checks for the business on brand keywords

**Monthly Tasks:**

- On-Site Optimization *(Continuous process)*
- Optimize website navigation elements to make it more search engine friendly and user-friendly
- Create URL naming for each new page upload on the website
- Anchor text naming of each new section / link upload on the website
- Title tag optimization and placement for each new page and whenever required
- META tags optimization and placement for each new page and whenever required

- Heading tags optimization and placement for each new page and whenever required
- Content optimization for different targeted pages to rank it on search results
- Regular improvements in our keywords based on the latest Google search algorithm update and current trends
- Placement suggestions in order to place the content for different section
- Image optimization – Optimize images to get better image search traffic and rankings on the targeted keywords
- Update HTML sitemap
- Update XML sitemap and submission of XML sitemap to Google Search Console
- Update Robots.txt whenever required
- Redirections of the old / deleted page to the new relevant page whenever required

**Off-Site Optimization to generate more backlinks for the website**

- List the website URL to different business listing websites
- Create write-ups on different targeted keywords and their submission to popular article submission sites
- Submit website links to popular social bookmarking websites
- Create & submit different documents to document sharing websites
- Submit website links to micro-blogging websites
- Create and submit press release to popular press release websites

**Monthly Reporting:**

- Track rankings for each keywords month wise and comparison with the last month
- Analyze traffic for the month and comparison with the last month's/ year's traffic
- Sessions
- Users
- Page Views
- Avg. Time Spent

- Bounce Rate
- Top landing pages

**Others**

- Create strategy and plan of action based on the month traffic and keywords reports
- Optimize Google Plus page & YouTube channel whenever required
- **IMP:** Please specify the core strength of the SEO team and allocated man hours.

**D) Hosting:**

Manage Cloud Hosting, to ensure safe storage of web data & site protection.

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