

FORE School of Management, New Delhi

Guidelines for submitting proposals on Search Engine Optimization & Analysis for the Year 2025-2026

FORE School of Management (FSM), New Delhi, invites sealed tenders from reputed and experienced digital marketing agencies for SEO, content development, online reputation management, and website analytics for a contract duration of 12 months (July 1, 2025, to June 30, 2026).

- A. Proposal must be made in **two parts** – each part sealed separately and marked appropriately for identification.
- B. **Part 1 of each proposal must contain the following-**
 - a. **Details of your organization** – Area of specialization, size/turnover, previous experiences with similar assignments /clients along with any key initiatives that you may have done with them, testimonials of your clients (Need atleast 2 references) (As per the attached "Agency Information Sheet")
 - b. Specific Proposals covering all activities covered in the "**Scope of Work**" pertaining to the group
 - c. **Additional proposed activities**
 - d. **Your viewpoints** on the similar activities done by the Institution- what as per you have worked out and what has not worked out
 - e. **Special terms/conditions/constraints/exceptions**
- C. **Part 2** of the proposal must contain the **price and commercial terms**.
- D. You may be called for a **10-minute presentation** showcasing what **value-addition** you can do to the **Marketing and Branding activities** at a **pre-determined date and time**.
- E. The **last date** for submitting the Proposal is **June 27, 2025 by 16:00 Hrs**.
- F. Please note that you may submit **one hard copy** of the proposal (both Part 1 & 2) (**duly stamped and signed**) **via post/hand delivered** within stipulated timelines.

Address for sending the proposal-

Senior Administrative Officer

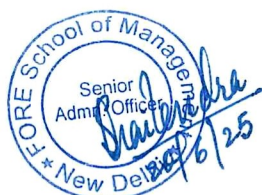
FORE School of Management

"Adhitam Kendra"

B-18, Qutub Institutional Area,

New Delhi- 110016

For any further clarifications, you may reach out to the **Communication and Branding Office** over call on **011- 46485519** or via mail on **cbo@fsm.ac.in**.



Annexure 1:
Scope of work- Search Engine Optimization & Analysis

- **Planning & Reporting**
 - Monthly reports with review meetings; bi-monthly coordination with IT.
- **SEO & Web Performance**
 - SEO on 250 keywords – Page 1 or 2 within 12 months.
 - Monthly planning of new SEO activities aligned with search engine trends.
 - Monitor and evaluate outcomes of all FSM digital initiatives.
- **Content Development**
 - Blog content creation (internal & external) with keyword strategy.
 - Suggestions for blog design/frame enhancements.
- **Website Optimization**
 - Regular hygiene checks; reporting of critical issues.
 - Website redevelopment/revamp initiatives as needed.
- **Online Presence & ORM**
 - Management of Google My Business, Wikipedia, and other public profiles.
 - Negative feedback resolution within 24 hours; 3-day resolution window for general reputation concerns.
 - Monitoring of portals like PagalGuy, Shiksha, MBA Universe, Quora, Telegram, etc.
- **Campaigns & Ads**
 - Google AdWords campaign planning (to be discussed separately).
 - Engagement campaigns focused on prospective applicant outreach.
- **Competitor Analysis**
 - Quarterly competitor mapping and detailed analysis.



Annexure 2: Agency Information Sheet

Name of the Agency	
Legal Name of the Agency	
Year of Establishment	
Name of the Director/Promoter	
Head Office and Branch Offices (if any)	
Address	
Email ID	
Contact Number	
Name of the Contact Person	
Number of Employees	
Number of Employees to be engaged for the specific activity	
Total Turnover	
Number of Prominent Clients	
Enlist some of the successful campaigns done	
Awards won (if any)	
Reference 1 (Name, Designation, Company Name and Contact Number)	
Reference 2 (Name, Designation, Company Name and Contact Number)	

Signature and Stamp

Date: