

Hayes Electrical Ltd
REQUEST FOR QUOTATION
Website Design & SEO

Background

Hayes Electrical are primarily an electrical contractor for commercial projects such as hospitals, schools, office and more.

We also deal with Electric vehicle such as setting up charger points in car parks and offices.

We are looking to maximise our online business potential both locally and across the UK market. To do this we need a stronger online presence.

We already have a basic website currently however we would like to change this to better reflect our business offering and maybe more importantly work on our SEO to rank higher for key words.

This will help us to be found more easily online and hopefully win to us winning more work.

Requirement

Hayes Electrical are seeking a consultant to help with the following:

1. Update the <http://www.hayeselectrical.com/> website to reflect what it is we do and offer today
2. Make the website mobile friendly
3. Create a marketing plan
4. Deliver a **6 month** targeted SEO campaign to deliver leads and opportunities based on the launch of the new website for an initial 6 month period.

The critical success factors will be the development of a website and social media strategy that:

1. Provides new opportunities and leads that enable Hayes Electrical to increase its turnover
2. Increases brand awareness of Hayes Electrical
3. Allows easy and efficient ways of updating the website with new content and updates
4. Works on all mobile devices across all mobile platforms
5. Provides improved search optimisation for Hayes Electrical and its services

Critical success factors will be the development of an effective SEO strategy

- Increase website visitors
- Improve the number of sales both online and by conventional marketing
- Provide on-going support and development
- Proof of increased rankings month on month

The project will be deemed successful when Hayes Electrical has a website that accurately characterises its brand, skills, and services to a wider audience, and is accessible using all available browsing platforms completing an improvement in the current website traffic and conversions.

Deliverable Timescale

We expect the project to commence ASAP and the Website to be live and functioning within 2 months.

Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

- Cost (40%)
- Demonstrable skills and understanding of sector (30%)
- Understanding of brief quality of quotation (20%)
- Delivery timescales (10%)

Scoring Methodology

4 Excellent	Proposal meets and in some places exceeds the required standard
3 Good	Proposal meets required standard
2 Acceptable	Proposal meets the required standard in most respects, but is lacking or inconsistent in others
1 Poor	Proposal falls short of expected standard
0 Unacceptable	Completely or significantly fails to meet required standard or does not provide the relevant answer

Proposal Format

Proposals should clearly demonstrate how they meet the requirement set out above.

Deadline and Submission

Proposals for consideration are required by: 1700 Hrs **on 08/07/22** electronically to

Chris Hayes chris.hayeselectrical@gmail.com

Date Published

22/06/22

SUPPLIERS: Please read the following BEFORE preparing your proposal/quote

- 1) This work is part funded by the European Regional Development Fund.
- 2) ERDF Indicative Budget

This work will be part funded through the **European Regional Development Fund**. The project falls within the ***£2,500 - £24,999** bracket and therefore, under current Public Procurement Regulations, there is no formal tender procedure, but a detailed written quotation is required.

(*NB this figure is the ERDF regulations figure. IT IS NOT THE BUDGET FOR THIS PROJECT)

3) Conditions of Tender

Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.

We reserve the right to discontinue this tender process at any time and not award a contract.

You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether or not your organisation is successful.