



SOUTH AFRICAN TOURISM

Date: 18 August 2022

RFQ-050-ICT-2022

Dear Bidder

Subject Matter: SEO Audit Tool / Platform

The South African Tourism Board (South African Tourism) was established by section 2 of the Tourism Act No 72 of 1993 and continues to exist in terms of section 9 of the new Tourism Act No 3 of 2014. SA Tourism is a schedule 3 A Public Entity in terms of schedule 3 of the Public Finance Management Act 1 of 1999.

The mandate of South African Tourism in terms of the Tourism Act is to provide for the development and promotion of sustainable tourism for the benefit of the Republic, its residents and its visitors. It is common cause that tourism is a strategic industry in terms of the National Tourism Sector Strategy as it supports government objectives of alleviating the triple challenges of unemployment, poverty and inequality.

The scope of South African Tourism's business includes four (4) distinct areas of business focus and delivery, with different target markets and segments:

- I. International Leisure and Domestic Leisure Tourism (travel trade and consumer),
- II. Business events through the delivery unit the South African National Convention Bureau (Meetings, Incentives, Conferences, Exhibitions);
- III. Quality assurance of the tourism sector/industry through the delivery of both Visitor Experience and the Tourism Grading Council of South Africa.
- IV. Corporate - enhancing the South African Tourism brand.

Section 217 of the Constitution of the Republic of South Africa, 1996, prescribes that goods and services must be contracted through a system that is fair, equitable, transparent, competitive and cost-effective and also confers a constitutional right on every potential supplier to offer goods and services to the public sector when needed.

The submission of proposals will be in terms of this document. All information requested, must be supplied and all annexures completed, whether such information or annexure refers to the eventual RFQ or not. This information will form part of the eventual RFQ and must therefore be completed, as there will not be an opportunity to do so later. Thus, it is essential that the information supplied is both correct and true.

South African Tourism has a detailed evaluation methodology premised on Treasury Regulation 16A.3 promulgated under Section 76 of the Public Finance Management Act, 1999 (Act, No. 1 of 1999), the Preferential Procurement Policy Framework Act 2000 (Act, No.5 of 2000) read with Preferential Procurement Regulations 2017, and the Broad-Based Black Economic Empowerment Act, 2003 (Act, No. 53 of 2003).

SA Tourism invites prospective bidders for the enhancement and support and maintenance of the SA National Travel Directory for a period of six (6) months. The service provider will need to work closely with the DigiTech department, to ensure that the tool is maintained accurately and timeously.

1. The scope of services

We are in the process of rebuilding www.southafrica.net and all its sub-sites, with the aim of aligning it to Web 3.0 and the incorporation of all the SEO aspects required to rank in the top 10 for our industry, brand, destination, products we are marketing organically, together with the content pillars we as a Destination Marketing Organization are focusing on. They are:

- Breathtaking scenery
- Bustling city life

- Active adventure
- Wildlife safari
- Sun-soaked coasts
- Vibrant culture

With the objective to drive constant audience acquisition, relationship building and message management, there is a need to have both a website and an app to play a combined role in providing a good user experience.

In this context the website will play a continuous role of driving audience acquisition and mass awareness while the app plays a role of relationship building and direct message management

This will also contribute to an improved visitor experience as we'll have the app to engage directly with travelers while they are in the country. And with people on our app, driving repeat travel becomes more effective.

The state of our current SEO has room for a lot of improvement. We have identified the following which needs a strategic approach to execute best in class. We are looking for a solution that will address the following strategic needs:

- There is a huge gap in the technical SEO which has been neglected when the site was built.
- Our on-page SEO also require a lot of improvement.
- A proposed custom growth plan to improve on SEO, Social, Mobile and Visitor Experience.
- A need to see keyword rankings and gaps.
- Suggested new keywords and grow opportunities.
- Monitor competitor rankings and changes.
- Benchmark against competitors
- Backlinks and authority link building.
- A need for daily website monitoring.
- Daily health score and weekly snapshots.
- On-page SEO checklist.
- Technical SEO checklist.
- Automated SEO audits.
- On-page optimization.
- Off-page optimization.
- Mobile SEO.
- Local SEO.

Our objectives are:

- To improve our mobile speed.
- To lower our bounce rate.
- To increase Google My Business (Maps) and subsequent calls and site visits.
- To aim for 75 new keyword rankings based on new content.
- Increased domain authority.
- Increase in unique visitors to the site.
- Monitor the seasonality and day-of-week variations to accurately gauge our website's health.
- Have insights on traffic and ranking changes (local + national).
- Know what the impact is of Voice Search on SEO and how to optimize our site for this.
- Effectively make use of structured data, and how to display in in SERPs.
- How to make use of rich snippets to improve CTR.
- Have our site feature in the top 10 search results, accommodating Google's RankBrain satisfaction metrics.

2. Format of proposals

Bidders must complete and return all the necessary standard bidding documents (SBD's) attached to this request for technical and financial proposals.

Bidders are advised that their proposals should be concise, written in plain English and simply presented in the same order as indicated below: -

- (a) A cover letter introducing your firm and credentials, capacity, capability and experience for this assignment;
- (b) National Treasury Centralized Supplier Database (CSD) registration summary report with a valid tax status;
- (c) Proof of B-BBEE Status level contribution;

- (d) Bidders must have specific experience and submit at least three recent references (in a form of written proof(s) on their client's letterhead including relevant contact person(s), office telephone & fax number, website and email address) where similar work was undertaken.
- (e) Overview of the methodology your firm uses to facilitate the development of implementation plans;
- (f) Outline of the qualifications and related experience of the proposed candidate who will be assigned to the matter;
- (g) Financial proposal to deliver the assignment, i.e. your firm's daily rate for facilitation services, including any other cost SA Tourism should be aware off for the successful completion of the assignment;
- (h) Declaration of Interest - SBD 4;
- (i) Preference Point Claim Form - SBD 6.1;

3. Evaluation Method

The evaluation process of bids will comprise of the following phases:

Phase 1	Phase 2	Phase 3
Evaluation Administrative Requirements	Functionality Evaluation Criteria	Price and B-BBEE
Compliance with administration and mandatory bid requirements	Bidder(s) are required to achieve a minimum threshold 70% to proceed to Phase 3 (Price and B-BBEE).	The bidders that have successfully progressed through to Phase 2 will be evaluated in accordance with the 80/20 preference point system contemplated in the Preferential Procurement Policy Framework Act, 2017 80 points will be awarded for price while 20 points will be allocated for preference points for BBEE as prescribed in the regulations.

3.1. Points awarded for functionality:

EVALUATION CRITERIA	Weight
1. Company's knowledge of the digital landscape and SEO, together with a great understanding of changes to Google's core algorithms and the impact it has on SEO.	20
2. Approach to auditing and the various components they are able to audit on + the resolve offered for each of these.	15
3. The ability to deliver on all our objectives: - To improve our mobile speed. - To lower our bounce rate. - To increase Google My Business (Maps) and subsequent calls and site visits. - To aim for 75 new keyword rankings based on new content. - Increased domain authority. - Increase in unique visitors to the site. - Monitor the seasonality and day-of-week variations to accurately gauge our website's health. - Have insights on traffic and ranking changes (local + national). - Know what the impact is of Voice Search on SEO and how to optimize our site for this. - Effectively make use of structured data, and how to display in in SERPs. - How to make use of rich snippets to improve CTR. - Have our site feature in the top 10 search results, accommodating Google's RankBrain satisfaction metrics.	25
4. Ability to meet all our needs:	25

• There is a huge gap in the technical SEO which has been neglected when the site was built. • Our on-page SEO also requires a lot of improvement. • A proposed custom growth plan to improve on SEO, Social, Mobile and Visitor Experience. • A need to see keyword rankings and gaps. • Suggested new keywords and grow opportunities. • Monitor competitor rankings and changes. • Benchmark against competitors • Backlinks and authority link building. • A need for daily website monitoring. • Daily health score and weekly snapshots. • On-page SEO checklist. • Technical SEO checklist. • Automated SEO audits. • On-page optimization. • Off-page optimization. • Mobile SEO. • Local SEO.	
5. Showcasing of software/tool/platform ability and sampling in various audits and reports + suggestions on how to rectify the issue identified.	15
TOTAL POINTS FOR FUNCTIONALITY	100
A threshold of 70% is applicable	

“**functionality**” means the measurement according to predetermined norms, as set out in the bid documents, of a service or commodity that is designed to be practical and useful, working or operating, taking into account, among other factors, the quality, reliability, viability, and durability of service and the technical capacity and ability of a bidder;

3.1.1 Bids will be evaluated strictly according to the bid evaluation criteria stipulated in this section.

3.1.2 Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements as well as key considerations under section 1. The official responsible for scoring the respective bids will evaluate and score all bids based on their submissions and the information provided

3.1.3 The score for functionality will be calculated as in terms of the table below where the SAT official will rate each individual criterion on the score sheet using the following value scale:

Rating	Definition	Score
Excellent	Exceeds the requirement. Exceptional demonstration by the supplier of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services. Response identifies factors that will offer potential value, with supporting evidence.	5
Good	Satisfies the requirement with minor additional benefits . Above average demonstration by the supplier of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services. Response identifies factors that will offer potential required services, with supporting evidence.	4
Acceptable	Satisfies the requirement. Demonstration by the supplier of the relevant ability, understanding, experience, skills, resource, and quality measures required to provide the goods / services, with supporting evidence.	3

Minor Reservations	Satisfies the requirement with minor reservations . Some minor reservations of the supplier's relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services, with little or no supporting evidence.	2
Serious Reservations	Satisfies the requirement with major reservations . Considerable reservations of the supplier's relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services, with little or no supporting evidence.	1
Unacceptable	Does not meet the requirement . Does not comply and/or insufficient information provided to demonstrate that the supplier has the ability, understanding, experience, skills, resource & quality measures required to provide the goods / services, with little or no supporting evidence.	0

3.1.4. The value scored for each criterion will be multiplied with the specified weighting for the relevant criterion to obtain the marks scored for each criterion. These scores will be added and expressed as a fraction of the best possible score for all criteria.

3.1.5. The proposal from the bidder which meets the highest score for functionality will be deemed the preferred proposal.

Awarding of Points for Price and Broad-Based Black Economic Empowerment.

The bidders that have successfully progressed through to Phase 3 (bidders who meet the minimum threshold for the functionality of **70%**) will be evaluated in accordance with the 80/20 preference point system contemplated in the Preferential Procurement Policy Framework Act, 2000 and the Preferential Procurement Regulations of 2017.

80 points will be awarded for the price while 20 points will be allocated for preference points for BBEE as prescribed in the regulations.

Points for B-BBEE level of contribution will be awarded in accordance with the below table: -

B-BBEE Status Level of Contributor	Number of Points
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

Bidders are required to submit proof of B-BBEE Status Level of the contributor. Proof includes original and valid B-BBEE Status Level Verification Certificates issued by a SANAS credited agency or certified copies thereof together with their price quotations, to substantiate their B-BBEE rating claims.

In terms of the Generic Codes of Good Practice, an enterprise including sole propriety with annual total revenue of R10 million or less qualifies as an EME. An EME is required to submit a sworn affidavit confirming their annual total revenue of R10 million or less and level of black ownership to claim points as prescribed by regulations 6 and 7 of the Preferential Procurement Regulations 2017.

The Codes define a QSE as any enterprise with annual total revenue of between R10 million and R50 million. A QSE is required to submit a sworn affidavit confirming their annual total revenue of between R10 million and R50 million and level of black ownership or a B-BBEE level verification certificate to claim points as prescribed by regulations 6 and 7 of the Preferential Procurement Regulations 2017.

Bidders who do not submit B-BBEE Status Level Verification Certificates or Sworn affidavits, in the case of EMEs and QSEs, or who are non-compliant contributors to B-BBEE do not qualify for preference points for B-BBEE but will not be disqualified from the bidding process. They will score points out of 80 for price only and zero (0) points out of 20 for B-BBEE.

4. National Treasury Centralized Supplier Registration and B-BBEE Certificates.

All bid submissions must include a copy of successful registration on the National Treasury's Centralized Supplier Database (CSD) with a valid tax clearance status and proof of B-BBEE status level of contribution.

5. Deadline for submission

All proposals must be e-mailed, in PDF format, to quotes@southafrica.net no later than 12h00 on Thursday, 25 August 2022, and should remain valid for at least 45 days after the closing date.

6. Confidentiality

The request for a technical and cost proposal and all related information shall be held in strict confidence by bidders and usage of such information shall be limited to the preparation of the bid. All bidders are bound by a confidential agreement preventing the unauthorized disclosure of any information regarding SA Tourism or of its activities to any other organization or individual.

The bidders may not disclose any information, documentation, or products to other clients without the written approval of SA Tourism.

7. Terms of Engagement

Prior to commencing with the assignment, the successful bidder will be required to meet with Ms. Adèle du Toit to align the final statement of work (SOW) and criteria for approval.

8. Payments

No advance payments will be made in respect of this assignment. Payments shall be made in terms of the deliverables as agreed upon and shall be made strictly in accordance with the prescripts of the PFMA (Public Finance Management Act, 1999. Act 1 of 1999).

The successful bidder shall after completion of the contract, invoice SA Tourism for the services rendered. No payment will be made to the successful bidder unless an invoice complying with section 20 of VAT Act No 89 of 1991 has been submitted to SA Tourism.

Payment shall be made into the bidder's bank account normally 30 days after receipt of an acceptable, valid invoice. The bidder must ensure that their banking details are verified on the CSD report.

9. Non-compliance with delivery terms

The successful bidder must ensure that the work is confined to the scope as defined and agreed to. As soon as it becomes known to the bidder that they will not be able to deliver the services within the delivery period and/or against the quoted price and/or as specified, SA Tourism must be given immediate written notice to this effect.

10. Cost

The bidder will bear all the costs associated with the preparation of the response and no costs or expenses incurred by the bidder will be borne by SA Tourism.

11. Cancellation of the request for a technical and cost proposal

SA Tourism may, prior to the award of the bid, have the right to cancel the bid if:

- (a) Due to changed circumstances, there is no longer a need for the service; or
- (b) Funds are no longer available to cover the part and/or total envisaged expenditure; or
- (c) No acceptable bids are received.

SA Tourism reserves the right to withdraw this request for technical and cost proposals, to amend the term or to postpone this work by email notice to all parties who have received this request.

12. Clarification.

Any clarification required by a bidder regarding the meaning or interpretation of the Terms of Reference, or any other aspect concerning this request for technical and cost proposals, is to be requested in writing from the Sourcing Specialist.

All clarifications must be emailed to quotes@southafrica.net

Thanking you and looking forward to your proposal in this regard.

Yours in Tourism