# Terms of Reference

## Website Development and Search Engine Optimization

### Background

Packleader Pacific Limited is part of the Packleader Group. It was established in Fiji in 2013 and employs approximately 360 staff. Due to its large portfolio of services and strong roots in Australia, the company has established itself as a market leader in the Asia-Pacific region. Packleader is now embarking on the expansion of its services into the USA market segment as part of its growth plan.

We are seeking a company or an individual to develop our website on a secure platform; ensure the migration of the site data to a new server address with an assured service level, as well as web site maintenance, hosting, and search engine optimization (SEO). The new website, with the implementation of SEO, is to be the digital face of Packleader in the USA market.

### Scope of work and key deliverables

The scope of services, related activities, and deliverables are given below. The consultant will work closely with Packleader throughout the engagement. Changes to this TOR, if required, will be agreed jointly by the consultant and Packleader.

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| --- | --- | --- |
| Scope of Work | Deliverable | Days  |
| Step 1:Website development, hosting and content loading  | Develop a standalone version of the Packleader website (including design and development, hosting and content loading from current AUS based URL) on a USA URL which has been acquired. I.e. [www.packleaderbpo.com](http://www.packleaderbpo.com) | Up to 20 days (10 days for content loading and 2 days for URL procurement and hosting)  |
| Step 2:Search Engine Optimization (SEO) and Search Engine Marketing (SEM)  | Implement and optimise SEO and SEM on the USA URL website for 12 months and apply search terms on Google that are applicable to the Packleader business (Google AdWords);  | Up to 20 days  |
| Step 3: Review by Packleader and final changes  | Packleader to provide a review of the completed deliverables and the Consultant finalizes and signs off on the work completed  | Up to 3 days  |
| Total  |  | 35 days  |

### Key selection criteria: Experience and qualifications

The candidate(s) should demonstrate meeting the following selection criteria:

* Proven experience in website design (specifically WordPress experience), development, hosting, and content loading or combination of a master’s degree in relevant field with 5 years of working experience;
* Proven experience in SEO implementation and Google analytics (desired: certificate in SEO implementation);
* Agile programming experience desired, including fast responses to the unforeseen changes;
* Excellent communication skills and fluency in English;
* Basic knowledge of the outsourcing industry and understanding of end-users.
* Experience with HTML, CSS, JavaScript, PHP and other common development languages
* Significant portfolio of proven design experience

### Duration and contracting details

The total duration of the assignment is for 35 working days. Once the candidate is selected, Packleader will agree with the consultant on the distribution of the total working days per each deliverable prior to the assignment.

### Queries and application process

The candidate or the company are required to submit:

* For individuals: a detailed resume (CV) of a consultant or for the companies: resumes / CVs of the developers(s) recommended for this engagement;
* A cover letter addressing the key selection criteria supported with relevant experience;
* A succinct workplan and financial proposal related to this assignment, including, but not limited to: daily fees combined with the planned work output.

Interested applicants may direct their question(s) via e-mail to luke.wyley@packleaderpacific.com to gain further clarifications about the scope of the work and overall assignment.