

## **Request for Proposal 2026-07 – SEO and Website Optimisation Consultant**

### About GCERF

The Global Community Engagement and Resilience Fund (GCERF) is a not-for-profit Swiss foundation based in Geneva. It signed a Headquarters Agreement with the Swiss government in May 2015, providing it with privileges and immunities in Switzerland.

GCERF is the first global effort to support local, community-level initiatives aimed at strengthening resilience against violent extremist agendas. As a public-private partnership operating at the nexus of security and development, GCERF works in partnership and consultation with governments, civil society, and the private sector in beneficiary countries to support national strategies to address the local drivers of violent extremism.

GCERF provides support to community-level initiatives that: seek to address locally specific drivers of radicalisation; provide tangible, positive alternatives to what violent extremist groups may offer; counter violent extremist narratives and messaging; and build capacity of governments and civil society to counter violent extremism. Applications for funding submitted to GCERF are subject to rigorous independent assessment and performance monitoring and evaluation.

GCERF is governed by a multi-stakeholder Governing Board with representatives of donor and partner countries, the private sector, foundations, research institutions, and civil society. It is financially supported by nineteen donor countries, including Switzerland, as well as the private sector.

GCERF is currently actively working with governments, civil society and the private sector in 26 countries in Africa, Central Asia, Middle-East, South-East Asia, and Western Balkans.

### Description of Services

#### Background

With over 10 years of experience, GCERF has developed deep expertise in preventing violent extremism (PVE), delivering cost-efficient, evidence-based programming that effectively addresses the root causes of radicalisation in complex and volatile contexts worldwide.

Building on this credibility, GCERF seeks to strengthen its presence across search engines and digital platforms. The aim is to reinforce GCERF's position as an expert in the domain of preventing violent extremism and attract new audiences.

To achieve this, GCERF intends to engage a Consultant or Agency to help build and implement a Search Engine Optimisation (SEO) and website optimisation strategy that effectively communicates its expertise, credibility, and impact.

## Objective

The objective of this assignment is to strengthen GCERF's digital presence and improve its visibility across search engines and digital platforms. The consultant or service provider will support GCERF in improving SEO, increasing website traffic, and helping relevant audiences find and engage with GCERF's work more easily.

The assignment will also support GCERF in improving its visibility and accuracy in Generative AI platforms and AI-powered search experiences, where stakeholders may increasingly discover and summarise information about organisations.

## Work to be performed and deliverables

### **Phase 1 (June-July)**

#### **SEO and Website Optimisation**

- Review GCERF's current website structure, content, metadata, keywords, and search performance.
- Identify technical, content, and on-page SEO improvements.
- Recommend actions to improve ranking, visibility, and organic traffic.
- Support better indexing of GCERF webpages, publications, news, podcast pages, and other digital content.

#### **Visibility in Generative AI Platforms**

- Review how GCERF appears in selected AI platforms, identifying gaps or inaccuracies, and recommending practical improvements to help AI systems find, understand, and accurately summarise GCERF's work.
- Suggest improvements for clear and consistent descriptions of GCERF's mandate, work, countries, partners, and impact.
- Strengthen website structure, metadata, headings, internal links, and structured content.
- Increase credible third-party references from partners, donors, media, research organisations, and event pages.
- Monitor whether AI-generated responses describe GCERF accurately.

#### **Analytics and Performance Tracking**

- Review existing website and digital analytics, where available.
- Recommend key performance indicators to track digital growth.

- Suggest simple reporting methods for website traffic, audience engagement, SEO performance etc.

### **Tentative: Phase 2 (September–December)**

Please note that the tasks below might be subject to changes and will be refined internally before actual implementation by the consultant or service provider starts.

#### **Content and Digital Visibility**

- Review existing digital content and recommend ways to make content more searchable, shareable, and audience focused.
- Provide guidance on keyword use, titles, summaries, tags and links.

#### **Audience Targeting for Campaigns**

- List online accounts of priority audiences, such as donors, governments, implementing partners, researchers, policymakers, journalists, and the broader public.

#### **Email Marketing and Newsletter Performance**

- Review the bimonthly newsletter from a digital engagement perspective.
- Recommend improvements to subject lines, content structure, calls to action, links, audience segmentation, and performance tracking.

#### **Podcast and Multi-Platform Promotion**

- Assess engagement performance of GCERF's monthly podcast in the different platforms it is accessible
- Recommend improvements to podcast descriptions, keywords, links, and cross-promotion.

**Digital Advertising During Events:** Recommend how GCERF can use targeted digital advertising around key events, launches, campaigns, or international days.

- Provide guidance on audience targeting, platform selection and performance measurement.

#### **Deliverables**

The expected deliverables include:

#### Phase 1:

- A short assessment of GCERF's current digital presence and SEO performance.
- A practical SEO improvement plan.
- Recommendations for website optimisation and traffic growth.
- A short AI visibility assessment and action plan, including recommendations to improve GCERF's visibility, accuracy, and discoverability in Generative AI platforms and AI-powered search experiences.

#### Phase 2:

- Guidance for improving newsletter, podcast, and content visibility.
- Audience targeting recommendations for key stakeholder groups.
- Recommendations for digital campaigns and event-related advertising.
- A simple analytics and reporting framework.
- A final presentation or briefing summarising key findings and recommendations.

### Characteristics of the provider

The consultant or service provider should have:

- Proven experience in SEO, digital marketing, and website optimisation.
- Experience improving digital visibility for organisations, institutions, NGOs, foundations, or international actors.
- Knowledge of content marketing, email marketing, digital campaigns, and analytics.
- Experience with audience targeting for donors, governments, policymakers, media, researchers, and civil society audiences.
- Ability to provide clear, practical, and non-technical recommendations.
- Strong written communication skills in English.
- Familiarity with multilateral, non-profit, peacebuilding, development, or international cooperation contexts would be an advantage.
- Experience with AI search visibility, answer engine optimisation, Generative AI discoverability, or emerging SEO practices for AI-powered search platforms would be an advantage.

### Proposal requirements

Interested consultants or service providers should include:

- A brief understanding of the assignment.
- Proposed methodology and approach.
- Relevant experience and examples of similar work.
- Proposed team members, if applicable.
- Work plan and timeline.

- Separate financial proposals for Phase 1 and Phase 2, including a combined total budget for both phases.
- References or client examples, where available.

### Submission of proposals

Proposals may offer the total required services or only part thereof. The bidder shall indicate precisely which specific services it intends to provide.

Proposals should follow the template provided below. Failure to follow the proposal structure or to comply with the instructions in this Request for Proposal will be at the bidder's risk and may affect the evaluation of the proposal.

Proposals may be sent by email in the form of "pdf files" clearly indicating under subject: "Bid reference: 2026-07". The email should be addressed to **bids@gcerf.org**.

### **Proposal submission deadline: 27 May 2026**

### Period of validity of the proposal

The proposal must be valid for a period of 120 days following submission.

### Cost of preparation and submission of the proposal

The bidder shall bear all costs associated with the preparation and submission of the proposal, including but not limited to the possible cost of discussing the proposal with GCERF, making a presentation, negotiating a contract and any related travel. GCERF will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the selection process.

### Selection of bidders

Bidders are requested to provide the most appropriate and most cost-effective solution to meet the requirements.

The selection will be made based on a number of criteria that will be applied systematically to all bids received.

Submissions will be evaluated based on:

- Relevance and quality of proposed approach and methodology (40%)
- Relevant experience and qualifications (35%)
- Value for money (25%)

### Proposal template

Bidders must submit their proposal following the template below:

The proposal is made up of four different sections

1. Disclosure form

2. Profile of the bidder
3. Technical proposal
4. Financial proposal

**Please keep the overall proposal within 10 pages.** You may annex additional information as needed.

1. Disclosure form

**To be completed by a duly authorized representative of the Bidder:** On behalf of (name of public institution/private or public business entity/myself) (referred to in this document as "the Bidder"), I (name and title of the Bidder's representative) confirm that I am a duly authorized representative of the Bidder and hereby submit this proposal in response to GCERF's Request for Proposal 2026.07. I confirm that all statements and representations made in the proposal are true and correct.

**Date submitted:**

**Submitted by: (Name of Bidder)**

**Name and Title of Authorized Representative:**

**Date:**

**Signature**

2. Profile of the Bidder

Please provide a brief background of the Bidder.

Please explain the legal status of the bidder; including its registration with the relevant competent authorities.

Please explain your organizational strengths and values and your customer service approach.

Please provide information on prior experience with similar requirements and references that GCERF may contact.

3. Technical Proposal

- A. Business need: Please indicate your understanding of GCERF's business needs for which you are submitting this proposal.
- B. Objectives and deliverables :

Please list the deliverables as specified in this Request for Proposal and indicate whether and how the Bidder commits to deliver these.

**Optional:** Present deliverables not listed in this Request for Proposal but which in your expert assessment, are necessary to achieve the objectives of this request.

C. Approach:

Please provide information on the following:

1. Methodology/approaches you would use to provide the various required services;
2. Workplan: key tasks/phases, deliverables, schedule of activities - may be presented using text and/or graphics;
3. Measures to ensure quality control over the delivery of services to GCERF; and

D. Service Management Plan:

Please provide details for how your firm would ensure that it provides satisfactory services to GCERF. Please explain how you would coordinate the service offering, including proposed meetings and any proposed mechanism for feedback to and/or coordination with GCERF.

E. Team Composition:

Please provide the following information on the proposed team that would work with GCERF:

- Team organization
- Individual team members; name, role in the team, area of expertise and relevant experience.

F. Risk Mitigation Plan:

Please list any identified risks which may affect the successful delivery of services and any proposed mitigating measures.

G. Assumptions (optional):

Please list the assumptions on which your proposed approach and successful completion of deliverables are based that you think would be important for GCERF to understand.

H. References:

Please briefly provide recent examples of similar projects has recently undertaken. Please indicate if the name of the client may be disclosed and if GCERF may contact the client for reference.

#### 4. Financial Proposal

Please explain the basis of the proposed fees and any other charges to GCERF and their level.

For each team member please provide their job title (e.g. team leader, data entry clerk, field data supervisor, data analyst), their daily fee, their total number of days, the breakdown of the total number of days by tasks falling within each deliverable. This can be outlined in a GANT chart.

Please note that GCERF is exempt from VAT. Please include basis for invoicing and terms and conditions for payment.

Date