**Associate Consultant Quotation for Advice, Guidance, and Work Support**

**Improving SEO and Content Development**

**1. Introduction**

We are seeking to procure suitable associates to support our employment, enterprise and skills development support services targeting women in the Liverpool City Region which is part funded by ERDF and Enterprise Hub.

We are seeking quotes from associates who can deliver a package of workshops, and training on

improving SEO, specifically around what makes a good webpage, onsite and offsite SEO, how to optimise your content to rank higher on search engines and useful tips and techniques around website content development.

To respond to this call please supply a quote for services to returned to -

Sophia Kennedy

54 St James Street

Liverpool

L1 0AB

Or by e-mail to: recruitment@thewo.org.uk

**Deadline for responses: 5pm March18th, 2022**

**2. Contract Brief**

2.1. Context

The Women’s Organisation is a social enterprise that has for over a quarter of a century been driving the transformation of the employment and business support eco system, to effectively support women who are seeking to access and progress in employment, start, and grow their own businesses in the Northwest of England. We are continually developing an innovative portfolio of professional employment support, business advice, learning, seminars, workshops, accredited training, incubation, and consultancy services to help our clients meet their employment and business ambitions in a rapidly changing world.

Our people are our greatest asset. We are expanding our diverse team of creative, ambitious, and talented people and associates with a range of skills, knowledge, and aptitude to meet our clients’ needs, both culturally and commercially. Come and join a social business on a mission to build a more diverse, inclusive, and sustainable economy and world.

2.2 Associates

We are seeking associates to join and work along our current delivery team to provide a range of accredited and non-accredited training, guidance, and advisory support services that enable women to develop their skills, access employment and develop their business skills. We are seeking to work with a range of freelancers, sole traders, SMEs, and social enterprises who have a proven track record of providing accessible quality support to both individuals and groups. We are looking for practitioners that can bring an innovative approach to help our clients develop their capabilities around improving SEO and Content Development.

**3. Contract Packages**

We anticipate that individual contracts packages of £1000 and £10,000 will be allocated to associates.

Support activities will be required from March 2022 – December 2022.

The Women’s Organisation will work alongside organisations/consultants and the methods of delivery to be utilised will be determined in discussion with The Women’s Organisation. Common evaluation and reporting tools will be provided.

Please supply the following information with your quote.

* Name of person / business offering services
* Main contact person and contact details
* Briefly describe your experience and provide 2 examples of previous success work undertaken in the fields specified (Max 500 words).
* Commitment to equality of opportunity diversity, and inclusion
* Available start date
* Price structure and terms – specifically day rate, ½ day rate to be inclusive of all costs and VAT

**4. Selection, Award and Scoring**

**Selection Criteria**

Quality: Due diligence and what is your experience of delivering the contract brief?

**Award Criteria**

Most economically advantageous

Quality How would you deliver the brief? Added value? 80%

Price 20%