**AHDB - Digital Copywriting for Knowledge Library**

**Clarifications – updated 15/01/2021**

**20/01/2021**

* Are you able to share the AHDB tone of voice and SEO guidelines? The reason I ask is that occasionally tone of voice guidelines are extremely detailed, which requires more effort on the part of the copyeditor to use, so understanding these will help us quote accurately.  Our TOV guidance is quite lengthy and broad, and generally we are asking copywriters to apply standard SEO best practice. We think the attached “What is a Knowledge Library Page?” guidance is more specific and helpful in this respect, as it includes any TOV & SEO guidance that is particularly relevant to the work for which we are requesting quotes.
* Regarding the images then, if we put in placeholders where images should go in the Word docs, and the rest is handled by AHDB? Yes that is correct

**15/01/2021**

* Do any document formats other than PDF need to be converted to Word? Yes occasionally there are existing web pages
* Is the AHDB tone of voice for knowledge library content available, and are there any AHDB-specific SEO guidelines available? Yes to both questions.
* Could you expand on web-suitable? If you have an example template or example of the expected deliverable from an existing PDF that would be great! Ideally we’re looking to understand how the current tone of the PDF documents will need to be changed to go online beyond normal best practice.  We can give this example: Original PDF: [https://projectblue.blob.core.windows.net/media/Default/Imported%20Publication%20Docs/HerbFlavourFactsheet\_TECHNICAL\_REVIEWS\_2018\_09\_19\_WEB-1.pdf](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fprojectblue.blob.core.windows.net%2Fmedia%2FDefault%2FImported%2520Publication%2520Docs%2FHerbFlavourFactsheet_TECHNICAL_REVIEWS_2018_09_19_WEB-1.pdf&data=04%7C01%7Cashleigh.bull%40ahdb.org.uk%7Cf314cda53ea740dcb60008d8b9493d50%7Ca12ce54b3d3d434695efff13ca5dd47d%7C1%7C0%7C637463071673399392%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=CVQw2wnouNflaA5knCnPAjYWYKxoD%2FGq56W3gPY3a8U%3D&reserved=0) Suite of seven webpages: <https://ahdb.org.uk/knowledge-library/optimising-flavour-in-herbs>
* How would you like images embedded in the document to be handled? Are they all to be included or just images that are relevant to the text (i.e. no decorative images, only images that are referenced from the copy) Just images that are relevant to/referenced in the text will be required, no decorative images. Images will be handled by AHDB.

**14/01/2021**

* Are you looking only for self-employed freelancers, or would you accept someone working through a Limited Company set up? This wouldn’t be a problem.
* You say you want the copy rewritten to meet “the AHDB tone of voice for knowledge library content, digital copywriting best practices and SEO (Search Engine Optimisation) guidelines” – will tone of voice guidelines for the AHDB be supplied? Yes we will supply AHDB Tone of Voice guidelines
* On the same item, is there an SEO plan, keyword list or set of guidelines you’d like followed for this work? Yes – there is a set of guidelines for SEO but not a keyword list/SEO plan
* Will you be asking the successful supplier to make any recommendations for how images should be treated? Generally we are not looking for copywriters to do this, our proofing team will deal with copyright, CMS aspects etc.