



**DRC**

**Terms of Reference (TOR)**

**for**

**SEO and PPC specialist for professional  
SEO service, consulting, optimization,  
support of the SEO infrastructure and  
professional PPC implementation for  
the Digital Legal Aid Platform**

## **1. Who is the Danish Refugee Council?**

Founded in 1956, the Danish Refugee Council (DRC) is a leading international NGO and one of the few with a specific expertise in forced displacement. Active in 40 countries with 9,000 employees and supported by 7,500 volunteers, DRC protects, advocates, and builds sustainable futures for refugees and other displacement affected people and communities. DRC works during displacement at all stages: In the acute crisis, in displacement, when settling and integrating in a new place, or upon return. DRC provides protection and life-saving humanitarian assistance; supports displaced persons in becoming self-reliant and included into hosting societies; and works with civil society and responsible authorities to promote protection of rights and peaceful coexistence. REPRESENTATION OF THE DANISH REFUGEE COUNCIL IN UKRAINE (DRC),

an international nongovernmental organization, which promotes and supports durable solutions to the problems faced by refugees and internally displaced people all over the world.

## 2. Purpose of the consultancy

The Danish Refugee Council based in Ukraine seeks proposals from a consultant to perform the work specified in clause 5, as well as to provide organic traffic for the digital legal aid platform, user support, and optimization of the SEO infrastructure, in particular SEO content, which provides organic user traffic to the platform.

## 3. Background

The Digital Legal Aid Platform (<https://pravovsim.org/>) contains answers to the most popular legal questions, analytical materials and informative videos, as well as a list of lawyers who can provide free online and offline consultations. To ensure organic traffic and efficient operation of the Platform, as well as to meet the needs of users, install new features and content of the Platform, professional maintenance, technical support and support of the SEO infrastructure of the digital legal aid platform is required.

## 4. Objective of the consultancy

The purpose of this consultation is to ensure the completion of tasks specified in section 5 and to provide professional SEO services, consulting, technical support, and support for the SEO infrastructure of the Digital Legal Aid Platform. This includes the website hosting the Platform, ensuring its smooth operation and effective functioning, meeting user needs, and implementing new features on the CRM system of the Digital Legal Aid Platform. The consultant must ensure organic user traffic to the Platform, meet user needs, and establish new SEO metrics on the Digital Legal Aid Platform website.

## 5. Scope of work, Methodology and Deliverables

**Within the scope of the work, the Contractor is expected to:**

Provision of PPC services for Google Ads campaigns with performance metrics for Performance Max, Search General, and Search DSA, as outlined in the [PPC requirements](#) table—a separate file attached to this Annex.

Provision of SEO services, including:

1. **Search query selection (within the framework of selected priority pages):**
  - a) Expansion of the current search query set (research and clustering)
  - b) Optimization of priority pages according to target keywords: plan and tasks

- c) Monitoring and analysis of keyword rankings in search engine results
- d) Review and approval of the keyword list

2. **Content optimization (within the framework of selected priority pages):**

- a) Website structure optimization
- b) Optimization of meta tags and headings: analysis of existing metadata and H1 heading
- c) Creation of manual and template metadata for different types of pages
- d) ToR for writing text in accordance with search engine requirements
- e) Preparation of LSI keywords for categories (if possible and necessary)
- f) Proofreading texts and checking their placement on the website
- g) Approval of the website structure
- h) Writing texts according to the provided recommendations

3. **Linkbuilding:**

- a) Analysis of the link profile characteristics of the nearest competitors (or top 5 by queries)
- b) Building (or optimizing) a link strategy
- c) Searching for quality domains for obtaining backlinks
- d) Placement of links to the client's website
- e) Placement of links on thematic forums (as needed and feasible)
- f) Searching for copywriters for texts writing for external placement, drafting specifications, and checking their work
- g) Approval of websites for link placement

4. **Working with a blog:**

- a) Analysis of competitors' content strategy
- b) Create a content strategy and content plan for your blog
- c) Selection of search queries for blog articles
- d) Terms of reference for writing articles, creating an article plan for a copywriter
- e) Selection of LSI keywords for blog articles
- f) Recommendations for optimising metadata and titles for articles
- g) Recommendations for adding linking to an article
- h) Proofreading texts and checking their placement on the website
- i) Approval of the content plan
- j) Writing articles in accordance with the recommendations provided

5. **Monitoring and Reporting:**

- a) Analysis of traffic dynamics and preparation of recommendations (if necessary)
- b) Website analysis in Google Search Console

- c) Communications (messengers, email, calls)
- d) Update the SEO strategy and action plan for the next month in accordance with the performance analysis
- e) Preparing and conducting a monthly report in Google Looker Studio

The schedule and deliverables of SEO services are outlined in the [SEO requirements](#) table—a separate file attached to this Annex.

## 6. Duration, timeline, and payment

The total expected duration for task completion is no more than 6 months. The consultant must be ready to complete the tasks no later than April 30, 2025. Compensation will be determined according to the schedule below. Payments will be made in phases after the successful completion of respective works for each phase, considering the specifics outlined below:

a) The first payment of 20% of the total cost of the contract will be made by DRC to the contractor after the successful completion of the first month deliverables accepted by DRC representatives. This acceptance will take place during monthly meetings (online). After such acceptance and in the absence of claims regarding the quality of work, the contractor will prepare and send an Invoice and a Certificate of Completion, which will be signed by DRC if no claims are made about the content of the work.

b) The second payment of 20% of the total cost of the contract will be made by DRC to the contractor after the successful completion of the second month deliverables accepted by DRC representatives. This acceptance will take place during monthly meetings (online). After such acceptance and in the absence of claims regarding the quality of work, the contractor will prepare and send an Invoice and a Certificate of Completion, which will be signed by DRC if no claims are made about the content of the work.

c) The third payment of 20% of the total cost of the contract will be made by DRC to the contractor after the successful completion of the third month deliverables accepted by DRC representatives. This acceptance will take place during monthly meetings (online). After such acceptance and in the absence of claims regarding the quality of work, the contractor will prepare and send an Invoice and a Certificate of Completion, which will be signed by DRC if no claims are made about the content of the work.

d) The fourth payment of 20% of the total cost of the contract will be made by DRC to the contractor after the successful completion of the fourth month deliverables accepted by DRC representatives. This acceptance will take place during monthly meetings (online). After such acceptance and in the absence of claims regarding the quality of work, the contractor will prepare and send an Invoice and a Certificate of Completion, which will be signed by DRC if no claims are made about the content of the work.

e) The fifth payment of 20% of the total cost of the contract will be made by DRC to the contractor after the successful completion of the fifth month deliverables accepted by DRC representatives. This acceptance will take place during monthly meetings (online). After such acceptance and in the absence of claims regarding the quality of work, the contractor will prepare and send an Invoice and a Certificate of Completion, which will be signed by DRC if no claims are made about the content of the work.

## **7. Proposed Composition of Team**

A consultant can work independently or as part of a team. The DRC does not limit the number of people working on a counseling project.

## **8. Eligibility, qualification, and experience required**

### **Essencial:**

- a master's degree in marketing, digital marketing or information technology of dedicated project manager or team leader).
- consultant or consultancy company must have a minimum of 5 in managing SEO and PPC campaigns.

### **Additional:**

Experience:

- Relevant letters of references or proven past performance records of similar successfully completed SEO projects.
- Fluency in Ukrainian.

## **9. Technical supervision**

The selected consultant will work under the supervision of the following officials: Project Specialist – Vitalii Krasnytsia – vitalii.krasnytsia@drc.ngo.

## **10. Location and support**

Online services.

## **11. Travel**

Not required.

## **12. Submission process**

Please refer to the Invitation Letter RFP-UKR-00315021.

Interested consultants or teams should submit their proposals in accordance with the rules and the list of documents as specified in the Invitation Letter RFP-UKR-00315021.

## **13. Evaluation of bids**

Please refer to the Invitation Letter RFP-UKR-00315021.