

Tender Questions & Answers

FROM:	DANISH REFUGEE COUNCIL
Tender No:	RFP-UKR-00315021
Tender Title:	SEO service, consulting, optimization, supp
Tender Issuing Date:	21-10-2024
Tender Closing Date:	07-11-2024

Danish Refugee Council Ukraine has in reference to above tender period received the following questions

to the Tender, and hereby provides responsive answers by best endeavour to all relevant Vendors & Suppliers.

#	Enquiries to the Tender		
	Date	Question	Answer
1	28-10-2024	In the PPC Requirements table to Annex A.1 Terms of Reference, the target is set at 290 conversions. Is this target per month or for the entire service period?	In the PPC Requirements table to Annex A.1 Terms of Reference, the target specified in the "total" line is set for each month of the contract duration. These targets represent DRC's monthly expectations from the supplier. Of course, these numbers are not final, and DRC will consider the service provider's insights and experience after contract signing if adjustments are necessary.
2	28-10-2024	Please provide information about the target audience: who are these people? Are they in Ukraine or abroad?	Currently, all advertising is targeted at people located in Ukraine. The audience outside of Ukraine is not currently a focus for DRC. The PravoVsim.org Platform has lawyers who provide consultations abroad; however, these consultations are aimed at Ukrainian citizens. The capacity of lawyers working abroad is small, with about 7–8 lawyers, all working pro bono. The DRC Ukraine team does not aim to launch ad campaigns abroad without a full understanding of the proportion of the audience in each country. In the future, the DRC team may consider an audience outside of Ukraine, but this is not part of the current contract. At this time, the target audience is located within Ukraine, including occupied territories.
3	28-10-2024	Is the audience of lawyers providing consultations on the Platform being targeted?	No, DRC does not target lawyers. Since PravoVsim.org is a humanitarian project, the selection of lawyers for consultations requires multiple stages of thorough screening.
4	28-10-2024	What do you define as a conversion in this project?	A conversion is defined as registered user profiles on the PravoVsim.org Platform.
5	28-10-2024	How does DRC ensure that users are not fake?	First, DRC relies on the contractor, who signs an agreement and the DRC Code of Conduct. Second, the DRC team monitors the activity of registered users: whether consultations are occurring or if the user simply registered without taking any action. If a newly registered user remains inactive for several hours, DRC follows up with the user individually.

6	28-10-2024	What is the follow-up statistic for lawyers after registration?	<p>For October: Unique users: 210 Registered users: 50 Completed consultations: 45 Consultation-to-registered user ratio: approximately 90%</p> <p>For September: Unique users: 1000 Registered users: 66 Completed consultations: 55 Consultation-to-registered user ratio: approximately 90%</p> <p>Currently, there are a total of 1500 registered user logins.</p>
7	28-10-2024	Describe the audience: who they are and why they visit.	<p>DRC calls them beneficiaries: refugees and internally displaced persons (IDPs). The PravoVsim.org Platform project is aimed at all Ukrainians needing legal assistance in areas covered by the DRC team. All areas of law are listed on the PravoVsim.org site. DRC does not handle criminal cases or represent beneficiaries in court. DRC provides both primary and secondary consultation, with the lawyer handling the case fully, except for court representation and criminal cases.</p> <p>In reality, there are many beneficiaries in Ukraine. A barrier to reaching the target audience is a lack of digital access for some citizen groups. DRC does not aim to replace the full spectrum of legal assistance through the Platform. PravoVsim.org is a tool that facilitates contact between lawyers and beneficiaries.</p>
8	28-10-2024	How does a beneficiary choose a lawyer and understand who to contact on the Platform? What is the user journey on the Platform?	<p>The user registers, goes to the website, and selects the type of issue they want help with. A list of lawyers specializing in that type of issue is presented, showing available time slots. Lawyers can also be chosen based on location. Communication with the lawyer happens in the chat, and there is an option to make a call from the chat on the PravoVsim.org Platform to communicate with the lawyer or arrange other contact methods, such as a mobile phone.</p>
9	28-10-2024	Is there only a web version, or is there also an app for the Platform?	<p>There is only a desktop and mobile version. A tablet version is also planned. According to Google statistics, 65% of views are from the mobile version, and 35% from the desktop version.</p>
10	28-10-2024	Is there a percentage breakdown of users who registered via the web versus the mobile version?	<p>No, such a breakdown is not available.</p>
11	28-10-2024	You mentioned that a new design will be implemented on the site. With that in mind, is everything prepared from the SEO technical specification perspective?	<p>Some assistance will be required, but it is minor. The previous SEO service provider conducted and implemented a technical audit at 90%. Three remaining tasks are currently being implemented by another IT service provider, and the new SEO provider will need to verify them.</p>
12	28-10-2024	Question regarding technical evaluation. Criterion 1.3 states: "Suitability and qualifications of the suggested team, consisting of Project Manager or Team Leader, Analyst, SEO specialist, PPC specialist, SMM specialist, etc." Regarding the SMM specialist: is this just a sample list, or is this specialist actually needed for the project?	<p>In the SEO requirements to Annex A.1 Terms of Reference, content creation and link building are listed among the services. Currently, there is no need for these services, but DRC includes the possibility in the Terms of Reference that these services might be needed at any time and will need to be implemented.</p>
13	28-10-2024	In the SEO requirements to Annex A.1 Terms of Reference, a detailed monthly service plan is provided. Should the methodology be based on the schedule in the SEO requirements to Annex A.1 Terms of Reference?	<p>Yes, when preparing your proposal, please follow the plan outlined in the SEO requirements to Annex A.1 Terms of Reference, where DRC has tried to create a clear, understandable, and step-by-step technical specification for SEO.</p>

14	28-10-2024	Does DRC have contacts with government organizations for this project?	Yes, information about this project has been posted by the Ministry of Justice, Ministry of Infrastructure, the Ombudsman, etc., which at the time helped increase organic traffic. The DRC team also handled cases from the Ombudsman and provided consultations on the Platform for Ukrainian refugees abroad. Around 240 cases were processed, involving Ukrainian lawyers located in those countries who were familiar with the local laws relevant to each case's country of origin.
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On behalf of DRC

Yours sincerely,

Lina Chaplynska Digitally signed by Lina Chaplynska
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