

SOUTH AFRICAN



***CIVIL AVIATION
AUTHORITY***

REQUEST FOR QUOTATIONS

For the provision of Website Search Engine Optimization, Google Analytics Setup, and Support and Maintenance

For a period of two years

Submission deadline: 13 November 2023 @ 11 am

1. INVITATION TO BID

1.1. Introduction

The South African Civil Aviation Authority (SACAA) is an agency of the Department of Transport (DoT), established in terms of the Civil Aviation Act, 2009 (Act No.13 of 2009), which came into effect on 31 March 2010. The Civil Aviation Act provides for the establishment of a stand-alone authority, mandated with controlling, promoting, regulating, supporting, developing, enforcing, and continuously improving levels of safety and security throughout the civil aviation industry.

The SACAA's mandate is to administer civil aviation safety and security oversight in the Republic of South Africa, in line with Civil Aviation Authority Act (the Act), and in accordance with the Standards and Recommended Practices (SARPs) prescribed by the ICAO.

The above is achieved by complying with the SARPs of the ICAO, whilst considering the local context.

The SACAA, as prescribed by the Civil Aviation Act as well as the Public Finance Management Act (PFMA), 1999 (Act No.1 of 1999) is a Schedule 3A public entity.

1.2. The purpose

The purpose of this document is to invite suitable and experienced service providers to submit quotations for the provision of website Search Engine Optimization (SEO), Google Analytics Setup, and Support and Maintenance thereof for South African Civil Aviation's website for a period of two years.

The service provider will be required to develop and deliver an SEO strategy for our website to improve website rankings at the top of search engines (Google, Bing) results and create keywords across the organisation and key sectors for use as part of our content strategy.

1.3. About the SACAA Website

The SACAA website carries important information for both the national and international aviation industry. Quick and easy access to all regulatory information is crucial. However, the SACAA website is a secured site and thus not appearing in Google searches.

We are thus looking for the specialist Search Engine Optimisation service provider to optimise the SACAA website so it ranks at the top of Google's search engine results and enhancing results of rankings in algorithmic search engine. Further to assist with Google analytics setup.

The website should rank high for competitive keywords such as civil aviation, civil aviation regulations, Director of Civil Aviation, Minister of Transport, Deputy Minister of Transport, Airports, Aerodromes, Pilots, Aviation Training organisations etc. Additional keywords will be identified to ensure alignment.

1.4. The scope

The service provider will be required to develop and implement a SEO strategy for our website to improve website rankings at the top of search engines (Google, Bing) results and create keywords across the organisation and key sectors for use as part of our content strategy. This also includes Google Analytics Setup, and Support and Maintenance

Experienced and reputable service providers are invited to submit quotations for website Search Engine Optimisation, and maintenance and support of the SEO and Google Analytics for SACAA's website. This will be for a period of 24 months as per the following specification:

1.4.1 Search Engine Optimization

- Develop and implement an SEO strategy – helping to shape the SEO strategy and establishing ongoing process for monitoring search terms, updating search terms, and maximize search engine results and ensure that the website is ranked in the top listings on google.com against keywords such as Civil Aviation, Civil Aviation regulations, Director of Civil Aviation, Minister of Transport, Deputy Minister of Transport, Airports, Aerodromes, Pilots, ATOs, etc.
- Conduct an initial SEO audit.
- Implementing SEO related inputs (Keywords, Meta tags, Description tags, Doctype declaration, Character encoding, URL structure, Robots.txt, Canonical link element, XML and HTML sitemaps, custom 404, Redirects, HTTP headers, HTML code, iFrame etc.) for the website.
- Providing detailed analytics and web traffic report each month. Reports should also include keyword rankings.

1.4.2 Google Analytics

Google Analytics setup is required to measure website traffic, to provide us with the actual reports and analytics on how our website site visitors behave while on the website.

The information Google Analytics will provide will assist us to identify specific problems or shortcomings on our website.

We would like to use Google Analytics to measure our clients experience from when they enter our website to when they leave.

1.4.3 SEO and Google Analytics Maintenance and Support

The maintenance will start immediately after the SEO and Google Analytics implementation. The maintenance is based on the following requirements:

- Monthly Search Engine Optimization (SEO) Report
- Traffic Analytics & Rank Tracking
- Monthly Technical SEO Health Review
- SEO Audit
- Quarterly Keyword Research
- Error Resolutions and troubleshooting

1.4.4 Timeline/Duration of the Project

This project will be for a period of (24) months. The initial project will be to implement SEO and Google Analytics, which will be followed by a maintenance period starting immediately after the implementation of the SEO and Google Analytics.

The maintenance and support will be on an as and when required basis, spanning across the remaining months after implementation. The service provider is required to also submit an hourly rate per year for the remainder of the contract period.

1.4.5 Selection/Eligibility

- Please include an outline implementation plan and Support and maintenance plan that defines roles and responsibilities (with associated resource requirements), covering all aspects of the proposed outline of approach in response to this brief – It is expected that submissions will set out how the requirements will be met, in terms of providing the desired outputs on time and on budget and what methodology you will adopt to deliver the brief.
- Provide information on monitoring of the contract and how you will ensure our required outcomes are met. How will you keep the South African Civil Aviation team up to date with progress? How will you address any failure to generate results? In phase one, how will you deliver final evaluation of the project to provide an overview of outputs achieved, to inform the next phase of work.
- Provide an hourly rate per year, this will be used as and when required for Maintenance and Support post the implementation, for the remaining during of the contract.
- Experience in Search Engine Optimisation and Google Analytics Implementation
- Experience using well-known and widely used open-source platform WordPress.

2. EVALUATION CRITERIA

Bidders will be evaluated in accordance with the Supply Chain Management Policies as well as the Preferential Procurement Policy Framework, 2000 (Act No. 5 of 2000) and the Preferential Procurement Regulations of 2022.. The evaluation criteria will consist of the following three (3) phases:

2.1. Phase 1 – SUPPLY CHAIN MANAGEMENT (SCM) ADMINISTRATIVE MANDATORY COMPLIANCE REQUIREMENTS

Bids received will be verified for completeness and correctness. The SACAA reserves the right to accept or reject a bid based on the completeness and correctness of the documentation and information provided. The set of bid documents must be completed and submitted. **(SACAA reserve the right to request information/additional documents if there are any missing from the bidder(s) submission).**

Bidders are to ensure that they submit the following documentation / information with their bid.

Document	Comments	Compulsory requirement
Proof of registration on the Central Supplier Database (CSD) of National Treasury	Prospective bidders must be registered on the Central Supplier Database (CSD) prior to submitting bids. Please indicate / supply the supplier number.	Yes
SBD 4 (Bidders Disclosure)	Completed and signed	Yes

2.2. Phase 2- TECHNICAL AND/ OR FUNCTIONALITY EVALUATION

Assessment of Technical / Functional evaluation of the bid will be done in terms of the criteria as stated in the table below. Bidders should take note of the Criterion, Weighting & Scoring when responding to this bid.

TABLE 1: FUNCTIONALITY EVALUATION

TECHNICAL EVALUATION			
SUB-CRITERIA	DESCRIPTION	POINTS	
		MIN	MAX
References	<p>Provide dated and signed letters of reference on company letterhead, including the contact person and contact details (telephone number or email address). Reference should be for similar nature of services provided or type of service implemented with a corporate client.</p> <ul style="list-style-type: none"> • Five (5) Reference Letters provided with contacts indicating the provision of website Search Engine Optimization, Google Analytics Setup, and Support and Maintenance for a combined total of five (5)years or more – 30 points • Three (3) – Four (4) Reference Letters provided with contacts indicating the provision of website Search Engine Optimization, Google Analytics Setup, and Support and Maintenance for a combined total of five (5) years or more – 20 points • One (1) – two (3) Reference Letter provided with contacts indicating the provision of website Search Engine Optimization, Google Analytics Setup, and Support and Maintenance for a combined total of five (5)years or more – 0 points 	20	30
SEO and Google Analytics Approach	<p>The service provider should demonstrate a high-level summary of the approach that will be used:</p> <p>Bidder must submit a detailed approach and methodology addressing full scope, including reporting. Quality Assurance and use of technology:.</p>	30	40

TECHNICAL EVALUATION			
SUB-CRITERIA	DESCRIPTION	POINTS	
		MIN	MAX
	<ul style="list-style-type: none"> ○ Planning – 5 points ○ Execution – 10 points ○ Reporting – 5 points ○ Quality Assurance Improvement – 10 points ○ Use of technology – 10 points 		
Experience	<p>Previous experience of the Project lead in Search Engine Optimisation and Google Analytics Implementation. Submit the curriculum vitae of the Project lead to be assigned to this project (experience in implementation, qualification)</p> <ul style="list-style-type: none"> • Five (5)years' experience or more – 30 points • Three (3) to four (4)years' experience – 20 points • One (1) to two (2)years'experience – 10 points • Less than one (1) year's experience – 0 points 	10	30
TOTAL POINTS FOR TECHNICAL EVALUATION		60	100

Bidders who score 60 or more points out of 100 on 'functionality' will be considered for the next evaluation phase. Any bidder scoring less than 60 points will not proceed to the next phase.

2.3 PHASE 3 –PRICE AND SPECIFIC GOAL (B-BBEE) EVALUATION

Bidders who comply with the requirements of this bid will be evaluated according to the preference point scoring system as determined in the Preferential Procurement Regulations, 2022 pertaining to the Preferential Procurement Policy Framework Act, (Act No 5 of 2000).

For this bid 80 points will be allocated for Price and 20 points for Specific Goal.

2.3.1 This tender will be evaluated using the 80/20 preferential point system. The following PPPFA formula will be used to evaluate price:

$$P_s = 80 \left(1 - \frac{P_t - P_{\min}}{P_{\min}} \right)$$

P_s = Points scored for price of the bid under consideration.

P_t = Rand value of bid under consideration.

P_{\min} = Rand value of lowest acceptable bid.

Only bidders that have achieved the minimum qualifying points on functionality will be evaluated further in accordance with the 80/20 preference point system as follows:

Points for this bid shall be awarded for:

- (a) Price; and
- (b) Specific Goal.

The maximum points for this bid are allocated as follows:

	POINTS
PRICE	80
SPECIFIC GOAL	20
Total points for Price and SPECIFIC GOAL	100

POINTS AWARDED FOR A SPECIFIC GOAL

In terms of the Preferential Procurement Regulations 2022, points will be awarded for specific goal in accordance with the table below:

SPECIFIC GOALS	Number of points
100% Black ownership	20
51% Black ownership	10
50 - 30% Black ownership	5
0% Black ownership	0

3. NON-COMPULSORY BRIEFING SESSION

There will be no briefing session and any service provider that may seek further clarity can send their queries to Mthombenik@caa.co.za to seek any clarity on the tender document. All requests must be hand delivered to our Midrand head office as follows:

Ikhaya Lokundiza 1, Building 16, Waterfall Park, Bekker Rd and Treur Cl, Midrand 1682

4. SUBMISSION OF BID DOCUMENT

The bid submission requires three (3) envelopes of the evaluation criteria.

4.1 Envelope 1

- All mandatory documents on Phase 1.

4.2 Envelope 2

- Technical proposal.

4.3 Envelope 3

- The pricing schedule shall be submitted on a separate file from the technical proposal for ease of evaluation, as these will be evaluated separately. Bidders are required to provide a detailed price schedule breakdown as indicated in “Annexure A” below.

Item	Description	Unit Price	Quantity
1	Website Search Engine Optimization		1
	Google Analytics Setup		
	Support and Maintenance		
Total Excluding VAT			
15% VAT			
Total Including VAT			