



Caribbean Digital Transformation Project (P171528)

IDA – 66850-DM

Terms of Reference/Scope of Works

For

**Consultancy Services:
Design and Development of Discover Dominica Authority
(DDA) Website**

DATE: OCTOBER 15, 2024

List of Acronyms

IDA	International Development Association
API	Application Programming Interface
CARDTP	Caribbean Digital Transformation Project
CMS	Content Management System
CSS	Cascading Style Sheets
DDA	Discover Dominica Authority
DMC	Destination Management Companies
FAQs	Frequently Asked Questions
GDP	Gross Domestic Product
GoCD	Government of the Commonwealth of Dominica
IT	Information Technology
MDAs	Ministry/Department/Agencies
OECS	Organisation of Eastern Caribbean States
PDO	Project Development Objectives
PSC	Project Steering Committee
QA	Quality Assurance
RPIU	Regional Project Implementation Unit
SEO	Search Engine Optimization
SSL	Secure Sockets Layer
UI	User Interface
UX	User Experience
XD	Experience Design

1.0 INTRODUCTION

1.1 PROJECT BACKGROUND

Sitting halfway along the Eastern Caribbean archipelago, Dominica is located just a few miles from Martinique to the south and Guadeloupe to the north. Stretching 751 km² (290 square miles), Dominica boasts 148 km (91 miles) of coastal line. Dominica's official name is the 'Commonwealth of Dominica,' which is mostly referenced in official communications and to further distinguish the island from the Dominican Republic, its northerly Caribbean sister. Dominica is the most northerly of the Windward Islands grouping.

Following Hurricane Maria in September 2017, the Government of the Commonwealth of Dominica (GoCD) has instituted resilience as a central theme to the country's rebuilding efforts and socioeconomic development plans, with the aim to make Dominica the first climate resilient country in the world. The hurricane resulted in losses and damages of over 200 percent of GDP, with the telecom sector alone suffering over US\$40 million in losses and damages. Furthermore, the GoCD lost data and records and suffered losses beyond its infrastructure, highlighting the need to make government more resilient so that it can better prepare for and respond to incidents and restore operations and services quickly. The Government recognizes the role digital technologies and solutions can play in strengthening the island and its inhabitants' climate resilience, as well as the importance of integration with the global digital economy to expand markets and drive sustainability of businesses, government, and individuals. In small island countries such as those in the Eastern Caribbean region, in Dominica in particular, the resilience of governments has a very direct impact on the resilience of society at large.

The GoCD's recovery and resilience building efforts include development of a Government Wide Area Network, and nodal digital infrastructure to lay the foundations for digitization of government. The GoCD has engaged in a partnership with Digicel Dominica Ltd. to connect all government service locations (Government offices, schools, hospitals, and health centres) to high-speed connectivity delivered using fibre optic networks. The network, being developed under the partnership, will provide multiple layers of redundant connectivity—underground and overhead fibre, microwave, and satellite at key locations—in addition to cloud services to host Government data and services. The government connectivity project includes development of a primary data centre to host the government cloud and applications, as well as a secondary location to serve as a backup site.

The improved connectivity can be leveraged to develop digital government services and increase the level of digitization of government operations, which is currently lagging. Currently Dominica lacks the enablers of digital government, including an enterprise architecture, interoperability framework, identification and authentication, but has a recently built limited government payment portal. Uniquely and securely identifying residents through a digital ID is fundamental to enable access to digital services, both public and private, but the current ID ecosystem in Dominica is fragmented and not interconnected. In order to fully utilize and benefit from investments in cross-cutting enablers and specific digital government services, there is also a need for legal and regulatory reforms across key areas of the digital economy. These enabling environment improvements are a key first step towards removing roadblocks to improved adoption of digital

services among individuals and businesses, as well as contributing to the development of digital applications and services by emerging entrepreneurs in Dominica.

The Caribbean Digital Transformation Project (CARDTP) funded through the World Bank, aims to enhance the use of technology in the public sector as well as the private sector to conduct business transactions, build a robust and resilient IT infrastructure and to develop modern platforms to facilitate and enhance these business transactions. The Project Development Objectives (PDO) are to increase access to digital services, technologies, and skills by governments, businesses, and individuals in the participating Eastern Caribbean countries, including Dominica.

National-level activities will be financed from an IDA credit to Dominica in the amount of US\$28 million. The Caribbean Digital Transformation Project (called “project” going forth) comprises four components that address key bottlenecks and harness opportunities to develop the Eastern Caribbean Digital Economy as a driver of growth, job creation and improved service delivery.

The Program will also be financed through a regional IDA grant, and implemented by a Regional Project Implementation Unit (RPIU) housed at the Organisation of Eastern Caribbean States (OECS). RPIU will work with other regional institution stakeholders as relevant depending on the technical area being supported. Regionally implemented activities will focus on strengthening the enabling environment to promote investment, competition, and innovation in telecoms and digital financial services, regional cybersecurity collaboration, and a modernized and harmonized data protection and privacy regime across the region. It will also be complemented by a regional level advanced digital skills program open to high potential digital specialists from Dominica.

It aims to ensure that every individual and business in Dominica is empowered with the access to broadband, digital financial services, and skills needed to actively participate in an increasingly digital marketplace and society. It leverages public sector modernization and digitization to improve service delivery and to drive creation of a digital culture across Dominica.

To support the improved management of digital risks, the Project will bolster cybersecurity policy, capacity, and planning tools in the region. It will facilitate technology adoption to improve productivity of flagship industries and create demand for digitally enabled jobs. It aims to foster regional integration and cooperation to capture the economies of scale and scope required to increase impact and value for money of the project interventions and to create a more competitive, seamless regional digital market to attract investment and provide room for growth of digital firms.

1.2 PROJECT COMPONENTS

A brief description of the Project Components is as follows:

Component 1: Digital Enabling Environment

This component will support the development of a positive enabling environment for Dominica’s digital economy that drives competition, investment and innovation while promoting trust and security of online transactions. It will focus on legal, regulatory and institutional reforms to support modernization of the telecommunications and digital financial services sectors while mitigating

growing risks of a digital economy including cybersecurity and data protection and privacy. The Component is broken down into three sub-components as follows:

- 1.1: Telecommunications: Legal and Regulatory Environment, Institutions and Capacity Support
- 1.2: Digital Financial Services: Legal and Regulatory Environment, Institutions, and Capacity
- 1.3: Cybersecurity, Data Protection and Privacy: Legal and Regulatory Environment, Institutions and Capacity Support

Component 2: Digital Government Infrastructure, Platforms and Services

This component will support public sector modernization, resilience and delivery of digital public services to individuals and businesses. It will aim to ensure that Dominica has put in place the core infrastructure, platforms, institutions and human capacity needed to efficiently and effectively manage internal government operations, and to build on these core enablers to make public services widely accessible online from anywhere within the country, region or across the globe. It will also prepare Dominica’s government for deeper interconnectivity and interoperability of data and information systems across borders to smooth administration of regional trade, immigration and other services. Finally, it will aim to ensure continuity of government operations and services, enable real-time data driven decision making and ability to rapidly target and deliver payments and social services to citizens and businesses in the event of natural disasters. This Component is broken down into two (2) sub-components as follows:

- 2.1: Development of Cross-Cutting Enablers of Digital Government Operations and Services
- 2.2: Government Productivity Platforms and Citizen-Centric Digital Services

Component 3: Digital Skills and Technology Adoption

This component aims to better equip individuals and businesses across the region for the jobs and economy of the future and to spur innovation and productivity growth. It takes a comprehensive supply and demand side approach, supporting greater technology adoption and utilization of digitally enabled business models to drive demand for newly skilled employees and well as making connections with global employment opportunities through online working platforms. Specific efforts and targets will be adopted to encourage maximum participation of women and girls and other at-risk populations, such as unemployed youth in the support programs, in order to promote greater opportunities and representation in digitally enabled professions. This Component is broken down into the following two (2) sub-components:

- 3.1: Workforce-Ready Digital Skills
- 3.2: Technology Adoption

Component 4: Project Implementation Support

This component includes support to the PIU for the implementation and management of national level project activities, including for staffing of the PIU as well as capacity building and training initiatives. Key technical functions to be supported can include but will not be limited to project manager, technical specialists, procurement specialists, financial management specialist, environmental and social safeguards specialists, monitoring and evaluation, and communications.

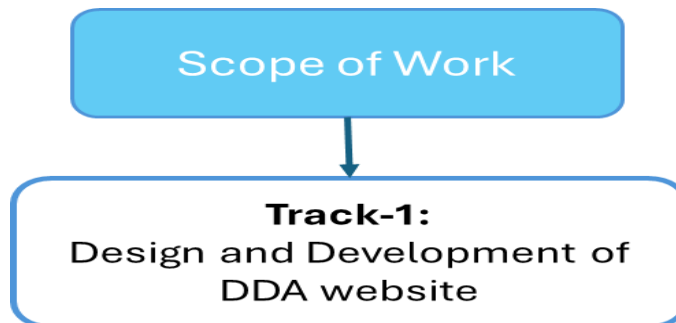
2.0 OBJECTIVES

- a. This document is a request to design and develop a brand friendly website that is scalable and mobile responsive, allows for ease of content updates, built on non-proprietary open-source tools, and provides an enhanced user experience for future travelers. The website needs to be a tool to attract more visitors who stay longer and spend more.
- b. Accomplish this by developing an interactive website that inspires potential visitors with great imagery and stories, empowers them with tools and resources to make their trip planning a reality. Utilize browsers and content delivery networks for static assets. The website should go beyond information to a more engaging and personalised digital tool for consumers that allows booking transactions.
- c. The current marketing approach of DDA is based on 5 pillars, which should be considered when designing the new website. The website's success will be measured by the conversion rate in conjunction with marketing tool HubSpot and the selected booking engine.

3.0 SCOPE OF WORK

The Scope of Work of this engagement is organized into three tracks as illustrated below:

3.1 Track-1: Design and Development of DDA Website



The Discover Dominica Authority (DDA) seeks to redesign and redevelop their main destination website, www.discoverdominica.com. The goal is to enhance user experience, scalability, and mobile responsiveness, aiming to attract more visitors, encourage longer stays, and increase spending by providing engaging and personalized digital tools.

- a) Study of Existing Website and Identification of Areas for Improvement.
 - Conduct a thorough analysis of the current website to understand its strengths and weaknesses. Identify key areas for improvement in terms of design, functionality, and user experience.
- b) Completion of Website Layout Design and Initial Site Map; Development of Style Guide and Initial Website Development

- Develop a comprehensive site map and initial website layout design. This will include defining the structure of the website, navigation paths, and placement of key features to ensure a seamless user experience.
 - Create a detailed style guide that outlines design principles, color schemes, typography, and other visual elements. Begin the initial development of the website, incorporating user login features and the ability for users to save their favorites for easy access.
- c) Setup of Language-Specific Paths, Content Translation, Implementation of SEO and Social Media Integration Strategies, Integration of Google Analytics and CMS Development
- Establish language-specific paths to cater to different linguistic audiences. Translate the content into English, German, and French to ensure accessibility and inclusivity for a wider audience.
 - Implement robust SEO strategies to improve the website's visibility on search engines. Integrate social media platforms for better engagement and outreach. Develop and integrate a Content Management System (CMS) for easy updates and management of website content. Integrate Google Analytics to track user behavior and website performance.
- d) Hosting Setup, Preliminary Testing, Staff Training, Bug Fixes, Launch of the Fully Functional Website, Operation & Maintenance:
- Set up reliable and secure hosting for the website. Conduct preliminary testing to identify and fix any issues. Provide comprehensive training to DDA staff on how to manage and update the website using the CMS.
 - Address any bugs identified during testing. Launch the fully functional website, ensuring all features are working as intended. Provide ongoing maintenance and support to ensure the website remains up-to-date, secure, and functional.

3.2 DDA WEBSITE FUNCTIONAL REQUIREMENTS

The below should be clearly dealt with in the Approach and Methodology of the Consultant. The key functions requirements expected from the solution is as follows: -

Functional Requirements of the DDA Website			
No.	Functional Requirements	The Consultant MUST provide satisfactory explanation to describe how the proposed solution fulfills the Functional requirement or the Approach & Methodology adopted to meet the requirements fully or partially	The Consultant may provide comment regarding the understanding on the Functional Requirement
1. User Experience			
i.	Develop an interactive website that inspires potential visitors with compelling imagery and stories.		
ii	Empower users with tools and resources for trip planning.		

Functional Requirements of the DDA Website			
No.	Functional Requirements	The Consultant MUST provide satisfactory explanation to describe how the proposed solution fulfills the Functional requirement or the Approach & Methodology adopted to meet the requirements fully or partially	The Consultant may provide comment regarding the understanding on the Functional Requirement
iii	Implement user login features and favorites functionality.		
2. Content Management			
i	Set up language-specific paths and translate content into English, German, and French.		
ii	Develop an integrated Content Management System (CMS) for easy content updates.		
3. SEO and Social Media Integration			
i	Implement SEO strategies and social media integration using the HubSpot Professional		
4. Booking Engine Integration			
i	Integrate APIs for booking airlines, hotels, ground transfers, and activities.		
5. Helpdesk for Customer support and Grievance redressal			
i	The solution should have a helpdesk module for customer support and grievance redressal.		
6. Mobile and Browser Compatibility			
i	Ensure the website is optimized for mobile use and compatible with all major browsers.		
7. Accessibility Compliance			
i	Implement design principles that address accessibility requirements.		
8. Indicative Contents			
i	Home Page integrating branding guidelines and an attractive design		
ii	Integration of current site information and elements to be used as building blocks for the revised website.		
iii	Banners with images/video widgets that can be placed on selected pages and page locations		

Functional Requirements of the DDA Website			
No.	Functional Requirements	The Consultant MUST provide satisfactory explanation to describe how the proposed solution fulfills the Functional requirement or the Approach & Methodology adopted to meet the requirements fully or partially	The Consultant may provide comment regarding the understanding on the Functional Requirement
iv	These banners to be populated with (paid) information from the local tourism service providers as per following categories and management system: <ul style="list-style-type: none"> a. Hotels b. Excursions / Activities c. Tour operators d. Airlines e. Restaurants f. Car rentals g. Miscellaneous 		
v	Geo-tagged Product industry listings by categories with respective filters		
vi	Special Offer / Promotion Landing Page(s)		
vii	Media & Press Kits landing page		
viii	Travel agents landing page with log-in registration to provide specific information and allow communication.		
ix	Media Gallery		
x	Map Integrations		
xi	Featured Events Calendar component		
xii	News and update section with blog and content creation tool and SEO content strategy (using HubSpot Marketing Hub)		
xiii	Newsletter subscription form sign up with system for e-mailing users (HubSpot)		
xiv	Blog Section Special Alerts integrations for Crisis Communication		
xv	Social media integration for sharing posts/articles & social media links (HubSpot Ads)		

Functional Requirements of the DDA Website			
No.	Functional Requirements	The Consultant MUST provide satisfactory explanation to describe how the proposed solution fulfills the Functional requirement or the Approach & Methodology adopted to meet the requirements fully or partially	The Consultant may provide comment regarding the understanding on the Functional Requirement
xvi	Design to us and optimize on-page micro data		
xvii	Live Chat tool and help feature (chatbot) linked to e-mail (HubSpot Chatflows)		
xviii	Contact us Page		
xix	Links of other related websites and stakeholders' websites (where possible in frames to avoid leaving the DDA website)		
xx	Integration of Booking Engine at DMC level		
xxi	Optimized for Mobile Use, Smart Responsive Mobile Layout Create your own itinerary using the favourites options with user login		
xxii	Niche market specific tabs (or, preferably, a pillar page approach design to bring the niche market offers under its related pillar)		
xxiii	List of hotels, restaurants, activity providers, wedding planners, operators (API with Booking Engine) with pins on google maps		
xxiv	Getting here and Travel Requirements		
xxv	Search feature for all info on the website with "intuitive" suggestions		

3.3 DDA WEBSITE TECHNICAL REQUIREMENTS

The below should be clearly dealt with in the Approach and methodology of the Consultant. The key technical requirements expected from the solution is as follows: –

Technical Requirements of the DDA Website			
No.	Technical Requirements	The Consultant MUST provide satisfactory explanation to describe how the proposed solution fulfills the technical requirement or the Approach & Methodology adopted to meet the requirements fully or partially	The Consultant may provide comment regarding the understanding on the technical requirement
1. Technology Tools			
i	Utilize non-proprietary open-source tools for website development.		
ii	Integrate Google Analytics for tracking and reporting.		
iii	Implement chat features using HubSpot “chatflows”.		
2. Hosting and Maintenance			
i	Provide reliable hosting, maintenance, and support.		
ii	Ensure site-wide SSL certificates and secure hosting facilities.		
3. Development Framework			
i	Use the latest development framework for building the website.		
ii	Ensure thumb-friendly navigation and responsive design for mobile and tablet devices.		
4. Security and Compliance			
i	Implement data protection policy terms and agreements.		
ii	Ensure the website meets all accessibility and compliance standards.		

4.0 EXPECTED DELIVERABLES

- a) Website layout design
- b) DMC integration of booking engine
- c) Present draft website to DDA at the end of the development for incorporation of comments.
- d) Develop and present a CSS style guide that accompanies the DDA website for incorporation of comments.
- e) Provide continuous hosting, maintenance and web support to DDA and users
- f) Search Engine Optimization as well as social media integration and handling (HubSpot)
- g) Set up language sub-domains and have content translated into German and French
- h) Produce one fully functional final website for DDA
- i) Provide user training topics and conduct user training to DDA
- j) Provide source code and CMS access of the website to DDA

- k) Provide developer assistance to set up chatbots, landing pages and tracking code for defined conversions.
- l) Create Dominica filters and stickers for social media (integrating HubSpot social ads)

5.0 LIST OF DELIVERABLES, MILESTONES AND PAYMENT TERMS

The following presents the list of deliverables, milestones and payment terms under the Consultancy:

Timing	Deliverables and Milestones	Percentage of Contract Payment
$T_1 = T_0 + 1$ month	Study of Existing DDA Website and Identification of Areas for Improvement – Report submitted and accepted.	10%
$T_2 = T_0 + 2$ months	Completion of Website Layout Design and Initial Site Map; Development of Style Guide and Initial Website Development – Deliverable completion and accepted.	10%
$T_3 = T_0 + 4$ months	Setup of Language-Specific Paths, Content Translation, Implementation of SEO and Social Media Integration Strategies, Integration of Google Analytics and CMS Development - Deliverable completion and accepted.	50%
$T_4 = T_0 + 6$ months	Hosting Setup, Preliminary Testing, Staff Training, Bug Fixes, launch of the fully functional website - Deliverable completion and accepted.	25%
$T_5 = T_4 + 12$ months	Warranty and Maintenance Completion	5%

6.0 IMPLEMENTATION SCHEDULE

The engagement is envisaged for a total eighteen (18) months from the date of signing of contract.

Following is indicative implementation schedule for the Consultant to perform;

Indicative Activities	Time Period	Liquidated Damage & Penalty
Contract Signing	T_0	Not Applicable
Study of Existing DDA Website and Identification of Areas for Improvement	$T_1 = T_0 + 1$ month	Not Applicable
Completion of Website Layout Design and Initial Site Map; Development of Style Guide and Initial Website Development	$T_2 = T_0 + 2$ months	Not Applicable
Setup of Language-Specific Paths, Content Translation, Implementation of SEO and Social Media Integration Strategies, Integration of Google Analytics and CMS Development	$T_3 = T_0 + 4$ months	Not Applicable

Indicative Activities	Time Period	Liquidated Damage & Penalty
Hosting Setup, Preliminary Testing, Staff Training, Bug Fixes, Launch of the Fully Functional Website.	T ₄ = T ₀ + 6 months	Applicable
Warranty and Maintenance	T ₅ = T ₄ + 12 Months	Applicable

7.0 SUBMISSION AND APPROVAL OF DELIVERABLES

The Consultant will report to the Authorized Representative of the Client who will be responsible for approval of the deliverables and invoices. All reports and deliverables should be in English.

All Draft and Final Reports should be submitted electronically in the format(s) agreed by the parties.

Within twenty-one (21) Calendar Days from the date of receipt of the reports and deliverables in 5.0 (List of Deliverables and Milestones) above, the Client shall review in consultation with the relevant Ministry/Department/Agencies (MDAs) and a technical committee and the World Bank as necessary, if it has been established by the Project Steering Committee (PSC), and:

- (a) approve the reports and deliverables; or
- (b) notify the Consultant of any respects in which the Client considers that the reports and deliverables do not comply with the contract provisions. The reports and deliverables shall be revised and submitted to the Client by the Consultant within two (2) weeks following the receipt of Client’s comments unless otherwise agreed by the parties.

8.0 CONTRACT DURATION AND ESTIMATED TIME INPUT

This is a lumpsum contract. The duration of the contract is expected to be for eighteen (18) months.

9.0 CLIENT’S CONTRIBUTION

The Client will provide the Consultant (Service Provider) with access to the various platforms for integration of the API.

9.1 OTHER CONDITION

- The completed website shall be the property of the DDA and the authority reserves full copyright of the final website.
- The developer must provide source code of the website to the tourism authority and it shall be the property of the DDA.
- The developer must design and submit a few sample website layouts to DDA for approval prior to development and must ensure to show the work in progress to DDA and incorporate any changes as requested by the DDA.
- The websites must be developed using latest development framework and must be user friendly.
- The DDA Team should be able to modify website content (front and back-end) without the need of the vendor’s support.
- The Vendor’s must provide full knowledge transfer to the DDA team.
- The Website must implement cookie policies and also incorporate appropriate cybersecurity measures to ensure the security of financial transactions and data processing.

- The developer must fix any bugs in the websites within one month from the date the website goes live.
- The developer must host the website within the contract and the hosting facility should be reliable, secure and robust.
- The developer must provide user training to the DDA users for content management.

10.0 KEY EXPERTS AND EXPECTED JOB DESCRIPTION

Key Expert	Detailed Job Description
<p>Project Manager</p>	<p>Project Planning: Develop a comprehensive project plan outlining tasks, timelines, resources, and milestones. This includes creating Gantt charts, setting deadlines, and allocating resources efficiently.</p> <p>Stakeholder Management: Coordinate with all stakeholders, including the client, development team, and third-party vendors, ensuring clear communication and alignment. Regularly update stakeholders on project progress and address any concerns promptly.</p> <p>Risk Management: Identify potential risks and develop mitigation strategies to ensure project success. This involves conducting risk assessments, creating contingency plans, and monitoring risk factors throughout the project.</p> <p>Budget Management: Monitor project budget and ensure that the project stays within financial constraints. Track expenses, forecast financial needs, and report on budget status regularly.</p> <p>Quality Assurance: Ensure that the project deliverables meet the required quality standards. Implement quality control processes and conduct regular reviews to maintain high standards.</p> <p>Reporting: Provide regular updates to the client and other stakeholders on project progress, issues, and resolutions. Prepare detailed progress reports, status updates, and final project reports.</p> <p>Team Leadership: Lead and motivate the project team, ensuring everyone is aligned with project goals and timelines. Facilitate team meetings, resolve conflicts, and provide guidance and support to team members.</p>
<p>Lead Web Developer</p>	<p>Technical Leadership: Lead the technical development of the website, ensuring best practices in coding and architecture. Provide technical direction and mentorship to junior developers.</p> <p>Development: Write clean, maintainable, and efficient code for the website. Develop both front-end and back-end components, ensuring seamless integration and functionality.</p>

Key Expert	Detailed Job Description
	<p>Integration: Integrate various APIs and third-party tools, including booking engines and social media platforms. Ensure that all integrations are secure, efficient, and reliable.</p> <p>Collaboration: Work closely with the UI/UX designer to implement the design and ensure a seamless user experience. Participate in design reviews and provide technical feedback.</p> <p>Troubleshooting: Identify and resolve technical issues that arise during development and post-launch. Conduct root cause analysis and implement solutions to prevent future issues.</p> <p>Documentation: Maintain comprehensive documentation of the codebase and development processes. Create and update technical documentation, including API documentation, user guides, and system architecture diagrams.</p>
<p>UX/UI Designer)</p>	<p>Design: Create wireframes, prototypes, and visual designs for the website. Develop high-fidelity mockups and interactive prototypes to visualize the user interface.</p> <p>User Research: Conduct user research to understand user needs and preferences. Use methods such as surveys, interviews, and usability testing to gather insights.</p> <p>Usability Testing: Perform usability testing to ensure the design is user-friendly and meets accessibility standards. Analyze test results and make design adjustments based on user feedback.</p> <p>Collaboration: Work with the development team to ensure the design is implemented correctly. Provide design specifications and assets to developers and review the implementation.</p> <p>Iteration: Continuously improve the design based on user feedback and testing results. Iterate on design elements to enhance usability and user satisfaction.</p> <p>Style Guide Development: Develop and maintain a style guide that outlines design principles, color schemes, typography, and other visual elements. Ensure consistency in design across the website.</p>

Key Expert	Detailed Job Description
SEO Specialist	<p>SEO Strategy: Develop and implement SEO strategies to improve the website’s visibility on search engines. Create a comprehensive SEO plan that includes on-page and off-page optimization techniques.</p> <p>Keyword Research: Conduct keyword research to identify relevant keywords and phrases. Use tools like Google Keyword Planner, SEMrush, and Ahrefs to find high-traffic, low-competition keywords.</p> <p>Content Optimization: Optimize website content, including meta tags, headers, and images, for SEO. Ensure that all content is keyword-rich, relevant, and aligned with SEO best practices.</p> <p>Performance Monitoring: Monitor and analyze website performance using SEO tools and make data-driven recommendations for improvement. Track key metrics such as organic traffic, bounce rate, and conversion rate.</p> <p>Collaboration: Work with the content strategist to ensure content is optimized for SEO. Provide guidance on keyword usage, content structure, and internal linking.</p> <p>Reporting: Provide regular reports on SEO performance and progress. Create detailed SEO reports that highlight key metrics, trends, and areas for improvement.</p>
Content Strategist	<p>Content Strategy: Develop a content strategy that aligns with the website’s goals and target audience. Define content goals, target audience personas, and content themes.</p> <p>Content Creation: Create, edit, and manage website content in multiple languages. Write high-quality, engaging, and informative content that resonates with the target audience.</p> <p>SEO Integration: Ensure content is optimized for SEO in collaboration with the SEO specialist. Use keywords strategically and follow SEO best practices in content creation.</p> <p>Content Management: Use the CMS to manage and update website content. Ensure that content is organized, up-to-date, and easily accessible.</p> <p>User Engagement: Develop engaging and informative content that enhances user experience and engagement. Use storytelling techniques and multimedia elements to captivate users.</p>

Key Expert	Detailed Job Description
	<p>Editorial Calendar: Maintain an editorial calendar to schedule and plan content updates. Coordinate with other team members to ensure timely content publication.</p>
<p>Quality Assurance (QA) Specialist</p>	<p>Test Planning: Develop comprehensive test plans and test cases. Define testing objectives, scope, and criteria for success.</p> <p>Testing: Conduct functional, performance, and usability testing to ensure the website meets quality standards. Execute manual and automated tests to identify defects and issues.</p> <p>Issue Identification: Identify and document issues, bugs, and defects. Use bug tracking tools to log and prioritize issues.</p> <p>Collaboration: Work with the development team to resolve identified issues. Provide detailed bug reports and collaborate on solutions.</p> <p>Verification: Verify that all issues are resolved before the website launch. Conduct regression testing to ensure that fixes do not introduce new issues.</p> <p>Automation: Implement automated testing where applicable to streamline the testing process. Develop and maintain automated test scripts.</p>
<p>Technical Support Specialist</p>	<p>Technical Support: Provide ongoing technical support and maintenance for the website. Respond to support requests and troubleshoot technical issues.</p> <p>Security: Ensure the website is secure and performs optimally. Implement security measures such as SSL certificates, firewalls, and regular security audits.</p> <p>Hosting Setup: Assist with the setup of hosting, SSL certificates, and other technical aspects. Ensure that the hosting environment is reliable and scalable.</p> <p>Training: Train DDA staff on website management and CMS usage. Develop training materials and conduct training sessions. Troubleshooting: Address technical issues and provide solutions promptly. Use diagnostic tools to identify and resolve issues.</p> <p>Documentation: Maintain detailed documentation of support processes and solutions. Create user guides, FAQs, and troubleshooting guides.</p>

Non-Key experts along with Job Description to be proposed by the Consultants

11.0 KEY EXPERT EXPERIENCE AND QUALIFICATION AND TIME REQUIRED

Key Expert	Experience and Qualifications	Time Required
Project Manager	<ul style="list-style-type: none"> • Bachelor’s degree in Computer Science, IT, or related field. Preference to be given to Master’s degree • 7+ years in project management. • PMP certification is a plus. • Strong leadership, communication, and organizational skills. 	Full-time for 6 months
Lead Web Developer	<ul style="list-style-type: none"> • Bachelor’s degree in Computer Science or related field. Preference to be given to Master’s degree • 5+ years in web development. • Proficiency in HTML, CSS, JavaScript, and frameworks like React or Angular. • Experience with CMS development and API integration. 	Full-time for 6 months
UI/UX Designer	<ul style="list-style-type: none"> • Bachelor’s degree in Graphic Design, Interaction Design, or related field. Preference to be given to Master’s degree. • 4+ years in UI/UX design. 	Full-time for 4 months, part-time for 2 months

Key Expert	Experience and Qualifications	Time Required
	<ul style="list-style-type: none"> • Proficiency in design tools like Adobe XD, Sketch, or Figma. • Strong portfolio showcasing previous web design projects. 	
SEO Specialist	<ul style="list-style-type: none"> • Bachelor’s degree in Marketing, Communications, or related field. Preference to be given to Master’s degree. • 3+ years in SEO and digital marketing. • Proficiency in SEO tools like Google Analytics, SEMrush, or Moz. • Strong understanding of search engine algorithms and ranking factors. 	Part-time for 6 months
Content Strategist	<ul style="list-style-type: none"> • Bachelor’s degree in English, Communications, Marketing, or related field. Preference to be given to Master’s degree. • 4+ years in content strategy and creation. • Strong writing, editing, and proofreading skills. • Experience with CMS and content translation. 	Full-time for 4 months, part-time for 2 months
QA Specialist	<ul style="list-style-type: none"> • Bachelor’s degree in Computer Science or related field. Preference to be given to Master’s degree. • 3+ years in quality assurance and testing. • Proficiency in testing tools and methodologies. • Strong attention to detail and problem-solving skills. 	Part-time for 6 months
Technical Support Specialist	<ul style="list-style-type: none"> • Bachelor’s degree in IT or related field. Preference to be given to Master’s degree. • 2+ years in technical support. 	Part-time for 6 months, with additional support

Key Expert	Experience and Qualifications	Time Required
	<ul style="list-style-type: none"> • Knowledge of web hosting, SSL certificates, and security protocols. • Excellent communication and troubleshooting skills. 	during warranty period

The above team is only estimated till task 4.