



14th November 2017

REFERENCE NUMBER: MGOZ/MPU/ T 38/2017

Tender for the Provision of Services in Relation to a Digital Promotion Campaign for Gozo as a Holiday Destination

Clarification No. 2

Q1: *Can the Directorate indicate the list of Keywords?*

A1: The eleventh bullet of Clause 4.1.1: Project Description and Activity 6 of Clause 4.2: Special Activities state that the Contractor is to *'build a strong presence on Google for visitgozo.com by **maximising SEO tactics** in order to ensure that visitgozo.com gets the highest classification in the English and Italian languages. **Responsibilities** of page optimisation **includes keyword research, analysis and optimisation.**'*

In line to the said clauses, it is the responsibility of the Contractor to compile a list of keywords, through research, that will help optimize website's pages.

Q2: *On page 17, there is a mention of 'topics such as session IDs'. Can more information be provided?*

A2: As per specified in the tender dossier, the audit should contain information on how the website stores session IDs.

Q3: *On page 17 there is mention of 'each major page of the portal'. How many pages are there in total?*

A3: As indicated in Clause 2.2: Specific Objectives, the major pages of the portal are the ones that attract the most traffic on the website. Each page with a significant amount of traffic is considered as a major page and the Contractor should identify the most valuable keywords to input.

Q4: *Can you confirm that the table in technical offer stating 'Expected number of people the advert will be served to' is not applicable to SEO Organic UK and SEO Organic IT?*

A4: As specified in the referred table, the bidder must only indicate the expected number of people the advert will be served to if applicable. Such information is not applicable for SEO Organic UK and SEO Organic IT.

All other terms and conditions remain the same.