

GENERAL INFORMATION

Title of Consultancy: SEO optimisation for the Corruption Perceptions Index (CPI) 2024

Application Closing Date: 4 November 2024

Consultancy Start and End Date: From 2 December 2024 until 4 April 2025

Location of Consultancy: Remote

BACKGROUND

Transparency International is the global civil society organisation leading the fight against corruption. Through more than 100 chapters worldwide and an international secretariat in Berlin, Germany, TI raises awareness about the damaging effects of corruption and works with partners in government, business and civil society to develop and implement effective measures to tackle it.

The Corruption Perceptions Index (CPI) is a flagship product of Transparency International, ranking countries and territories by their perceived levels of public sector corruption. The CPI receives significant media and public attention each year, making its digital presence a critical focus.

The Transparency International Secretariat in Berlin is seeking an **experienced SEO optimisation agency** to improve the CPI's online visibility and search performance.

OBJECTIVES

The objective of this consultancy is to:

- Increase the number of visitors to CPI 2024 content compared to previous years.
- Develop recommendations to optimise the technical, on-page and off-page SEO of CPI 2024 content while ensuring alignment with Transparency International's overall communications strategy.
- Ensure that CPI 2024 consistently ranks at the top of search engine results pages (SERPs).

SCOPE OF WORK

The SEO agency will be responsible for the following tasks:

1. Conduct keyword research to identify relevant keywords for CPI 2024, including those related to the year's theme to improve search visibility.
2. Assess the user experience for CPI content and recommend enhancements to improve user engagement and retention.
3. Provide recommendations for improving the internal linking structure across Transparency International's website to ensure proper distribution of SEO value and better navigation between related content.
4. Advise on the use of canonical tags for older CPI pages to signal to search engines that CPI 2024 should be prioritised in search results. Suggesting additional methods to ensure CPI 2024 content ranks higher than older versions.
5. Assess the load times for the CPI pages and provide specific recommendations to improve page speed.

6. Provide guidance on alt text descriptions for all images on the CPI 2024 page to improve image search rankings.
7. Evaluate whether other pages on the Transparency International website (e.g. regional articles) are competing with the CPI landing page for search visibility and recommend solutions such as unique keywords and meta descriptions.
8. Assess the performance of Transparency International's current Google Ads strategy for CPI and provide recommendations to improve the use of keywords, ad copy and targeting to maximise impressions and clickthrough rates.
9. Other tasks necessary to perform a comprehensive audit of the CPI's SEO.

CONCRETE DELIVERABLES

- A detailed report summarising the findings of the SEO audit and offering actionable recommendations to be delivered within the first 6 weeks (by 10 January) of the consultancy.
 - This would include, recommendations for technical SEO improvements, including the implementation of canonical tags, structured data and page speed optimisations.
- A list of recommended keywords and internal linking suggestions for CPI 2024 content to be delivered within the first 6 weeks of the consultancy.
- Detailed progress report on SEO performance and traffic analytics to be submitted on 28 March, ca.1.5 months after the CPI 2024 launch.

SELECTION CRITERIA

The selected agency must demonstrate:

- Proven experience in conducting SEO audits and implementing recommendations for non-profits or advocacy organisations.
- A strong track record in improving search engine rankings for large, content-driven websites.
- Familiarity with issues related to social justice, governance or corruption.
- Experience with keyword research and technical on-page and off-page SEO.

For candidates based in the EU, EEA, UK, and Switzerland

Transparency International e.V. (Secretariat), (TI-S) is registered as a Business Entity in Germany with VAT identification number DE273612486. EU reverse charge applies. Service providers should issue invoices with zero VAT.

Candidates who are based in Germany and do not charge German VAT must confirm their small entrepreneur status.

HOW TO APPLY

Interested agencies should submit:

- A company profile with relevant experience.

- Case studies of similar SEO projects.
- A proposed strategy for improving the SEO of CPI 2024.

Please send your proposal to communicationsconsultancy@transparency.org by **4 November 2024** with the subject line “SEO Consultancy – CPI 2024.”

The Transparency International Secretariat is committed to creating an inclusive work environment where diversity is valued and where there is equality of opportunity. We actively seek a diverse applicant pool and therefore welcome applications from qualified candidates of all regions, countries, cultures, and backgrounds.

Selection of candidates is made on a competitive basis, and we do not discriminate based on national origin, race, colour or ethnic background, religious belief, sex, gender identity and expression or sexual orientation, marital or family status, age, or ability. We kindly ask applicants to refrain from including in their application information relating to the above as well as from attaching photos.

Data protection

When you respond to this tender and submit your application, you provide consent that Transparency International e. V. keeps your application materials for the period of ten years according to German legal requirements. Afterwards Transparency International will delete your application and any personal data included in it. If you have any questions, please reach out to dataprotection@transparency.org.

Guidelines for handling overhead and travel expenses

Overhead

Regular overhead expenses associated with the Consultants maintaining their place of business, such as rent, telephone, utilities, or stationery, are included in the Consultant's professional fee, except where explicitly agreed otherwise in the contract.

Travel

Travel and accommodation expenses will as far as possible, and where applicable, be recovered from the institutions and companies hosting events or using the outputs provided by the Consultant.

Where such cost recovery is not possible, all travel is subject to prior approval by TI-S staff responsible for the financial management of the Project or TI Budget Line that will support the costs of travel. TI shall not issue travel advances to the Consultants. For accommodation or travel by air, rail, or coach, they will instead have to contact TI-S that will make travel arrangements on the Consultant's behalf.

All travel booked by TI-S will include **travel health and accident insurance** with worldwide coverage and Economy class only; accommodation will aim to achieve best value for money up to a 4-star category.

Consultants shall be entitled to invoice TI-S **only** for local transportation and visa cost (if applicable).

Subsistence allowance (per diems) and expenses for individual meals cannot be claimed. These are part of Consultant's business expenses.