

TENDER DOCUMENTS

SEO Services for PMD Web Portal (weather.gov.pk)



No. I&P/IT/SEO/26-27

**Pakistan Meteorological Department
Sector H-8/2,
Islamabad,
September, 2026**

Government of Pakistan
Pakistan Meteorological Department
Sector H-8/2, Islamabad

INVITATION TO BID

Bids are invited from reputable IT firms/Companies/ Service Providers/ Contractors/Government/ Semi Government Organizations/Suppliers/ Vendors/ duly registered with relevant Government Agencies and active tax payers for SEO Services for PMD Web Portal (weather.gov.pk) **through PPRA EPADS** having relevant profile and meeting the criteria as mentioned in the bidding documents.

S. No	Items Name	Closing Date & Time	Bid Opening Date & Time
1.	<u>SEO Services for PMD Web Portal (weather.gov.pk)</u>	21-09-2026 at 10:30PST	21-09-2026 at 11:00PST

Terms & Conditions:

- i. Method of Single Stage – two envelope procedure under Rule 36(b) of the Public Procurement Rules, 2004 shall be followed. Bidding documents having detailed specifications are available free of cost at the website <https://weather.gov.pk>, PPRA EPADS <https://pa.epads.gov.pk> as well as <https://epms.ppra.gov.pk>.
- ii. Detailed bidding document can be obtained from PMD and PPRA Websites and proposals shall be submitted through EPADS latest by 21-09-2026 till 1030 hrs. The same will be opened by the constituted committee at 1100 hrs. on the same day in the presence of participants or their authorized representatives.
- iii. Competent Authority reserves the right to reject or accept any or all the proposals without assigning any reason under PPRA Rules.
- iv. Bid Security of **Rs 150,000/-** in the form of CDR/ Bank Draft/Pay Order in favour of **Director General, Pakistan Meteorological Department (PMD), Islamabad** shall be submitted along with the Bid. Bids submitted without the required Bid Security shall not be entertained.
- v. The successful bidders will furnish performance guarantee in the shape of CDR/Pay Order/Bank Draft @ 5% of his work order in favor of D.G. PMD till the completion of work/ Contract Period.

Note: All Firms are directed to quote their Bids online through PPRA E-PADS as well as original Bids must be submitted in hard forms to I&P Section, PMD Headquarters office, Islamabad

Deputy Chief Admin Officer
Pakistan Meteorological Department
H-8/2, Islamabad
Ph. 051-9250286

SEO Services for PMD Web Portal (weather.gov.pk)

1. Introduction

The Pakistan Meteorological Department (PMD) has launched its modern official weather portal at <https://weather.gov.pk> to provide real-time weather forecasts, warnings, climate information, radar products, seismic updates, hydrological information, and public weather services. As the national authoritative source of meteorological information, PMD requires strong visibility in search engines so that citizens, media organizations, aviation stakeholders, disaster management agencies, researchers, and international users can quickly access authentic information.

This proposal outlines a comprehensive Search Engine Optimization (SEO) initiative to improve the discoverability, indexing, performance, accessibility, and search ranking of the PMD website in accordance with international best practices and search engine technical guidelines. Google recommends ensuring crawlability, proper sitemap management, structured data implementation, canonical URL handling, and secure HTTPS delivery as core technical foundations for search visibility.

2. Purpose

The purpose of this proposal is to establish a structured SEO framework that will:

- Increase the visibility of PMD services in Google, Bing, and other major search engines.
- Ensure timely indexing of forecasts, warnings, advisories, and public information pages.
- Improve public access to authentic weather information and reduce reliance on unofficial sources.
- Strengthen PMD's digital presence as the national authoritative meteorological agency.
- Provide a measurable mechanism for monitoring search performance and user reach.

3. Objectives

- Improved search engine rankings for strategic weather-related keywords.
- Increased organic website traffic and public reach.
- Faster indexing of newly published forecasts, warnings, and advisories.
- Enhanced website performance and user experience.
- Greater public awareness of PMD services.
- Improved accessibility to authentic weather and climate information.
- Strengthened national and international digital presence of PMD.
- Better dissemination of early warning information during weather-related emergencies.

4. Scope of Work

The scope of work shall include, but not be limited to, the following:

4.1. Website SEO Audit *(Selected Firm shall share report based on the following modules within 2 weeks)*

- Assess current search engine visibility, crawlability, indexing status, and website health.
- Conduct a comprehensive technical SEO audit of the website.
- Identify technical issues affecting search engine performance and provide recommendations for improvement.

4.2. Technical SEO Optimization *(The Selected Firm shall provide complete strategy based on the followings)*

- Optimize website architecture and URL structure.
- Configure and maintain XML sitemaps.
- Optimize robots.txt configuration.
- Implement canonical URLs to prevent duplicate content.
- Identify and resolve crawl errors, broken links, and redirect issues.
- Ensure HTTPS compliance and secure website configuration.
- Optimize website navigation and breadcrumb structure.
- Implement structured data (Schema.org) for relevant content.
- Any other required optimization suggested by the firm

4.3. On-Page SEO Optimization *(The Selected Firm shall provide complete strategy based on the followings)*

- Perform comprehensive keyword research relevant to PMD services.
- Optimize page titles, meta descriptions, content, headings, and URLs. Deployments of these changes / updates will be the responsibility of the selected firm in liaison with each section of the PMD.
- Improve internal linking across the website.
- Optimize image filenames, ALT attributes, and metadata.
- Ensure proper heading hierarchy (H1–H6).
- Enhance content readability and keyword relevance.
- Any other required optimization suggested by the firm

4.4. Off-Page SEO Optimization *(The Selected Firm shall provide complete strategy based on the followings)*

- Backlinks Monitoring / Building / Strategy (Natural, Contextual, Broken etc.)
- Digital PR Campaigns (Promote announcements, reports, and achievements.)
- Citation Building (consistent Name, Address, and Phone information where applicable.)
- Broken Link Building (Replace broken external links with your relevant content.)
- Social Media (Facebook, Twitter, LinkedIn etc.) Marketing
- Content Promotion (Promote blogs, reports, and resources to wider audiences.)
- Performance Reporting (Track rankings, traffic, and backlink growth.)

4.5. Content Optimization *(The Selected Firm shall provide complete strategy based on the followings)*

Optimize SEO for all major PMD services and content, including:

- Weather forecasts
- Weather warnings and advisories
- Regional Forecast & Data
- Flash, Riverine Floods forecasts
- Radar, Lightening, Automatic/Manual Weather Stations and satellite products
- Seismic monitoring information
- Aviation, marine weather, Tropical Cyclones, Tsunami, Heatwaves, Glacier Lake Outburst Flood
- Agrometeorological services
- Drought monitoring
- Press releases, Alerts, Warnings, Bulletins, Tenders, Circulars, Notifications
- And all other related services

4.6. Performance Optimization *(The Selected Firm shall provide complete strategy based on the followings)*

- Improve website loading speed and overall performance.
- Optimize Core Web Vitals.
- Optimize images and multimedia resources.
- Configure browser caching and content compression.
- Recommend CDN and server-side performance improvements where applicable.

4.7. Search Engine Integration

- Configure and manage Google Search Console.
- Configure Bing Webmaster Tools.
- Integrate Google Analytics 4 (GA4) for performance monitoring.
- Submit XML sitemaps and monitor indexing status.
- Resolve indexing and coverage issues.

4.8. Keyword Strategy

- Identify and prioritize high-value keywords (at least 100) relevant to PMD services.
- Optimize content for national, regional, and service-specific search terms.
- Monitor keyword rankings and recommend improvements.

4.9. Monitoring and Reporting

- Monitor website indexing, rankings, and organic traffic.
- Track Core Web Vitals and website performance.
- Provide weekly SEO performance, health assessment reports.
- Submit recommendations for continual improvement.

4.10. Knowledge Transfer and Capacity Building

- Provide technical documentation covering implemented SEO measures.
- Develop SEO guidelines for PMD content managers.
- Conduct training sessions for PMD staff and designated content focal persons on SEO best practices and ongoing maintenance.

4.11. Support and Maintenance

- Provide ongoing SEO support throughout the contract period.
- Resolve SEO-related issues identified during routine monitoring.
- Optimize newly developed pages and modules.
- Review SEO impact after significant website updates or feature enhancements.

5. Mandatory Deliverables

The service provider shall complete the following deliverables:

1. Inception Report and SEO Work Plan.
2. Comprehensive SEO Audit Report covering all the points mentioned above.
3. Keyword Research and Mapping Report.
4. Technical SEO Implementation Report.
5. On-Page and off page Optimization Report (Monthly).
6. Structured Data (Schema Markup) Implementation Report.
7. XML Sitemap and Robots.txt Configuration.
8. Google Search Console and GA4 Configuration Report.
9. Core Web Vitals and Performance Optimization Report.
10. Weekly SEO Performance Reports.
11. For all weather- and forecast-related services searches originating from Pakistan, **weather.gov.pk** should rank at the top of the search engine results.
12. Final Project Completion Report with recommendations for future enhancements.

6. Implementation

- Initial SEO implementation (3-4 months)
- SEO Support & Maintenance 12 Months (Extendable based on performance)

7. Technical Evaluation Criteria (70% Weightage)

S. No	Criteria	Condition	Marks
1	Company Profile & Experience	≥ 10 Years ≥ 5 Years < 5 Years	20 10 5
2	Relevant Project Experience (Number of completed projects with urls and contracts)	More than 10 completed projects 6–10 completed projects 3–5 completed projects 0-2 completed projects	25 15 10 0
3	Proposed Methodology / Work Plan with clear timelines 1. Understanding of PMD requirements 2. Technical SEO approach 3. On-page optimization strategy 4. Performance optimization plan 5. Structured data implementation 6. Monitoring mechanism 7. Risk mitigation strategy 8. Implementation timeline 9. Deliverables	Compliance 100% Compliance ≥ 60% Compliance < 60%	25 10 0
4	SEO Technical Team CVs should demonstrate relevant qualifications and experience.	Team > 5 Team 2- 5 Team < 2	5 3 0
5	SEO Tools with Demonstration / Presentation (Premium) ● Google Search Console ● Google Analytics 4 ● Google Tag Manager ● Screaming Frog ● Ahrefs ● SEMrush ● Moz ● PageSpeed Insights ● Lighthouse ● Bing Webmaster Tools	Compliance 100% Compliance ≥ 50% Compliance < 50%	25 15 5
Total Technical Marks			100
FINANCIAL EVALUATION CRITERIA (30% WEIGHTAGE)			
Sr. No.	Details / Minimum Requirement and Marking Basis	Total Marks	Marks Obtained
1	Overall Annual Turnover with Bank Statement 100 million and above 30 marks 50 to 100 million 20 marks Below 50 million 0 marks	35	
2	Financial Quote Lowest quote = 60 marks Second lowest = inverse formula (lowest quoted price x 60 / price quoted)	65	
Total Financial Marks		100	

Terms & Conditions:

1. **Earnest money/ Bid Security** 150,000/- in the shape of CDR/ Bank Draft/Pay order in favour of D.G Met. Services must be submitted with the offer.
2. Bidders must submit copies of their registration of Sales Tax and Income Tax.
3. Eligibility Criteria: Participating firm must be, fully experienced and registered with Govt. Authorities (FBR etc.).
4. Bidder must submit on stamp paper
 - (i) That there are no pending liabilities in respect of the bidder/ firm against any government/semi-government department/ organization
 - (ii) That the bidder has not been black listed by any government/ semi-government department/ organization. Legal documents can be asked by the buyer, if required.
5. **BID VALIDITY:** Bids shall remain valid for a period of at least **120 days** after the date of opening of financial proposals.

In exceptional circumstances, prior to expiry of the original bid validity period, the Buyer may request that the bidders extend the period of validity for a specified additional period. The request and the responses there to shall be made in writing or by electronic mode. A bidder will not be required or permitted to modify its bid, but will be required to extend the validity of its bid security for the period of the extension.
6. **Prices must be quoted in Pak Rupees only including all applicable Govt. of Pakistan taxes & GST.**
7. **The successful bidders will furnish performance guarantee in the shape of CDR/Pay Order/Bank Draft @ 5% of his work order in favour of D.G. PMD till the completion of the work/ warranty period.**
8. The last date for the submission of tender is 21st September, 2026 at 10.30 Hours PST and will be opened on the same day at 1100 hours PST in the presence of bidders or their representatives.
9. Time Period for the completion of task is Seven (07x) Months after signing the contract.
10. The Procuring Agency reserves the right to cancel the bidding process at any stage without assigning any reason.
11. Taxes will be deducted as per Government rules.
12. The payment against supply of items will be made through crossed cheque(s) in Pak Rupees by the Department to the supplier after satisfactory supply of goods and technical report submitted by the Technical Committee.
13. Any bid found in deviation / violation / without earnest money would liable to be rejected.
14. Bidding documents having detailed specifications are available free of cost at the website <https://weather.gov.pk>, PPRA EPADS <https://pa.epads.gov.pk> as well as <https://epms.ppra.gov.pk>.