

REQUEST FOR PROPOSAL

Website SEO, Architecture & Digital Strategy

milaan.in

Issuing Organisation Milaan Be The Change	Website milaan.in
Issue Date April 29, 2026	Engagement Duration 6 months (with renewal option)
Proposal Deadline May 11, 2026	Submit To Google Form

1. Project Background & Objective

Milaan Be the Change is seeking a consultant or agency to strengthen the search visibility, site architecture, and donor conversion performance of milaan.in. This RFP is issued to identify a capable agency partner to lead the structural, technical, and strategic work required to transform milaan.in into an effective discovery and conversion platform. Milaan will retain ownership and production of all primary content. The agency's role is to build the architecture and strategy that makes that content perform.

Content ownership: Milaan will produce all primary website content — program pages, blogs, impact narratives, and organizational copy. The agency is expected to provide the keyword strategy, page briefs, structural templates, and technical implementation that enables Milaan's content to rank and convert. Proposals that price in substantial agency-produced content will not be considered.

2. Priority Areas

The following are the areas Milaan expects the selected agency to address, in order of priority. This is not intended as an exhaustive diagnostic; agencies should conduct their own independent review of milaan.in before submitting and surface any additional findings as part of their proposal.

2.1 Technical SEO & Site Health

There is a known canonical conflict between milaan.in and milaanfoundation.org that needs to be resolved as a first priority. The broader technical foundation—crawlability, sitemap, schema markup, Core Web Vitals, regional targeting—requires a systematic audit and remediation plan. This work is foundational; everything else depends on it.

2.2 Site Architecture & Keyword Strategy

The site requires a clearer content hierarchy, with intent-aligned pathways for Milaan's primary audiences: individual donors, CSR partners, and program researchers. On-page optimization—keyword mapping, title tags, meta descriptions, heading structure, internal linking—needs to be applied systematically across key pages. A comprehensive keyword strategy, including Hindi-language opportunities, is a core expected deliverable.

2.3 Donor & CSR Journey

The donation experience needs to be strengthened with the trust signals that donors and CSR decision-makers expect. This is a distinct audience with distinct information needs, and the site should reflect that.

2.4 AI & Search Discoverability

AI-powered search environments — Google AI Overview, Gemini, ChatGPT, Claude, Perplexity — are increasingly where CSR managers, institutional funders, and policy researchers begin their discovery process. Establishing Milaan's presence in these channels requires structured content work and E-E-A-T development integrated into the broader SEO strategy, not treated as a separate deliverable.

2.5 Recommended Work Sequence

Proposals should be structured around the following phased priority order:

1. Fix technical and tracking issues — canonical conflict, crawlability, schema, site health.
2. Improve donation and high-intent pages — trust signals, CTA structure, CSR pathway.
3. Strengthen core mission and program pages — keyword optimization, architecture, internal linking.
4. Build content clusters around adolescent girls' empowerment, education, leadership, and support pathways.
5. Improve authority, trust, and backlinks — NGO platform listings, link reclamation, outreach.

3. Scope of Work

The engagement is expected to run for six months, with a renewal option based on performance. The three primary workstreams are technical SEO, keyword strategy and on-page optimization, and authority building — these should receive roughly equal weight and run concurrently from Month 2 onward. Conversion and AI discoverability are integrated objectives, not standalone tracks.

3.1 Technical SEO

- **Site audit:** Full crawl of milaan.in identifying technical errors, crawl issues, redirect chains, orphaned pages, and indexation gaps. Delivered as a prioritized remediation report within the first two weeks.
- **Canonical resolution:** Resolve the milaan.in / milaanfoundation.org domain conflict. Propose and implement a redirect and canonicalization strategy. Lead the Knowledge Panel claim for milaan.in.
- **Sitemap and GSC:** Rebuild the XML sitemap; submit to Google Search Console with India as the primary target market. Set up or verify Bing Webmaster.
- **Schema markup:** Implement structured data across all key pages — NGO, DonateAction, FAQPage, BreadcrumbList, Event, and Organization schemas at minimum.
- **Core Web Vitals:** Conduct PageSpeed audit; provide remediation recommendations and implementation support for LCP, CLS, and INP issues.
- **Hreflang and regional targeting:** Add hreflang tags for English (en-IN) and Hindi (hi) pages; configure India as GSC primary market.
- **Security and crawl hygiene:** Verify HTTPS consistency, robots.txt configuration, and mobile-first readiness.

3.2 Site Architecture & On-Page Optimization

- **Architecture design:** Develop a clear site hierarchy and internal linking structure built around three primary content silos: Programs, Impact, and Give. Provide an architecture map and implementation brief.
- **Keyword research:** Comprehensive keyword research covering informational, commercial, and transactional intent, including Hindi-language opportunities. Delivered as a mapped, prioritized spreadsheet.
- **Page-level briefs:** For every priority page (homepage, programs, impact, donate, about, CSR hub), provide a structured brief specifying target keyword, recommended title tag, meta description, H1, content guidance, and internal linking targets.
- **FAQ content:** Facilitate addition of FAQ sections with schema markup for the homepage, donate page, and Girl Icon Program page — structured for featured snippet and AI Overview eligibility.
- **Content calendar framework:** Provide a 6-month content calendar template — topic clusters, keyword targets, content type, and internal linking instructions. Milaan's team produces the content; the agency provides the planning structure.

3.3 Donation Journey & Conversion

- **Donation page brief:** UX audit and redesign brief for the donation page, specifying trust signals (80G, FCRA, UPI), CTA language, social proof placement, and layout recommendations.

- **CSR partnership page:** Architecture and content brief for a dedicated 'Partner With Us' CSR hub — including impact data module, compliance credentials, and an enquiry form pathway distinct from the public donate flow.
- **CTA audit:** Review CTA placement, language, and prominence across all high-traffic pages. Ensure program pages connect clearly to conversion actions.

3.4 AI & Search Discoverability

- **AI citation audit:** Assess Milaan's current presence across Google AI Overview, Gemini, ChatGPT, Claude and Perplexity for the highest-priority query types. Deliver a brief gap analysis and content recommendations.
- **E-E-A-T implementation brief:** Provide a structured plan for adding author credentials, team profiles, organizational transparency signals, and partnership references that improve Milaan's standing with both Google and AI engines.
- **Structured content for AI citation:** Audit key pages and provide revision briefs to ensure content includes clear factual statements, Q&A structures, and citation-ready data that AI engines can surface.

3.5 Reporting

- **Monthly SEO report:** Covering organic traffic, keyword rankings for agreed tracked terms, domain authority, backlink additions, and donation page sessions. Delivered as a structured document, not dashboard access.
- **End-of-engagement review:** At Month 6, a comprehensive performance review against agreed targets, with a clear recommendation on the scope and priorities for renewal.

4. Deliverables (estimated timeline)

#	Deliverable	Format	By
1	Technical SEO audit report with prioritized remediation list	Google Doc	Week 2
2	Canonical conflict resolution plan and implementation	Technical doc + live fix	Month 1
3	Site architecture map and silo structure brief	Visual + written brief	Month 1
4	Schema markup implementation across key pages	Code + confirmation	Month 1–2
5	Keyword research and intent map	Google Sheet	Month 1–2
6	Page-level briefs for all priority pages	Google Doc per page	Month 2
7	Final title tags and meta descriptions for all key pages	Google Sheet, ready to implement	Month 2
8	Donation page UX redesign brief	Annotated wireframe + spec	Month 2
9	CSR partnership hub architecture and content brief	Wireframe + content spec	Month 2–3
10	FAQ content with schema markup for key pages	Google Doc + schema code	Month 2–3
11	AI citation audit and content recommendations	Google Doc	Month 2
12	6-month content calendar framework	Google Sheet	Month 2
13	Monthly SEO performance reports (×6)	Structured document	Monthly
14	End-of-engagement review and renewal recommendation	Full report	Month 6

All working documents must be delivered in editable formats (Google Docs or Sheets). Milaan will not accept PDF-only deliverables as working documents.

5. Baseline, Timeline & Expected Outcomes

5.1 Baseline — Month 1

The first month must establish a documented baseline across all key performance indicators. Proposals should include the methodology for baseline measurement. At minimum, the baseline should cover:

- Organic traffic (sessions and users from search)
- Search impressions and clicks (Google Search Console)
- Keyword rankings for priority terms
- Donation page visits and conversion rate
- Monthly donor sign-ups attributable to organic search
- Technical site health score
- Page speed and Core Web Vitals scores

5.2 Phased Timeline

Phase	Focus	Target Outcomes
Month 1	Diagnostic and baseline — full audit, GSC setup, canonical fix, sitemap, schema	Baseline documented; canonical conflict resolved; all priority issues identified; schema live
Month 2	Technical fixes — Core Web Vitals, on-page rewrites, architecture, keyword mapping	Site health improving; 50+ pages optimized; keyword map complete; architecture implemented
Month 3	Priority page optimization — donation page, CSR hub, FAQ schema,	Priority pages optimized; donation trust signals live; donor pathway live; rankings moving
Months 4–6	Content clusters, authority building, AI discoverability, unlinked mention reclamation	Clear gains in rankings and traffic; backlink profile diversifying; AI visibility improving
Months 7–12	Scale what works; deepen content clusters; improve conversion efficiency; maintain link velocity	Strong visibility for mission-related and donor-intent searches; measurable donation growth from organic

Proposals must include specific target outcomes at 3, 6, and 12 months for: organic traffic, keyword rankings, domain authority, donation page sessions, and donor sign-up growth from organic search. Targets should be realistic and stated with clear assumptions.

6. Proposal Requirements

Proposals that do not address all sections below will not be evaluated. Agencies should

provide specific, substantiated responses — not generic service descriptions.

6.1 Agency Profile

- Agency overview: size, structure, and years in operation.
- Minimum two case studies of SEO or digital strategy work for non-profits, social enterprises, or mission-driven organisations — with measurable outcomes (traffic, rankings, conversion). Case studies without metrics will not be considered.
- Named team members who would work on this account, with brief profiles.
- 2–3 client references from recent or ongoing engagements (preferably in the non-profit, CSR, or impact sector), including contact name, organisation, role, and email/phone number. Milaan reserves the right to reach out to references as part of the evaluation process.

6.2 Diagnosis and Understanding

- Your independent assessment of milaan.in — not a restatement of this brief. We expect agencies to have reviewed the live site before submitting.
- Your view of the two or three highest-leverage interventions in the first 90 days.
- Your specific approach to resolving the canonical domain conflict.
- Your methodology for establishing the Month 1 baseline — tools, data sources, and reporting format.

6.3 Proposed Approach

- Month-by-month workplan for the engagement covering all scope workstreams, phased in the priority order set out
- How you would resolve each of the five priority areas identified in Section 2 — not as a general plan, but issue by issue.
- Approach to AI search discoverability — specific methodology for improving Milaan's presence in Gemini, Google AI Overview, Claude and ChatGPT.
- How you will work within a model where Milaan produces all primary content.
- Link acquisition methodology — specifically how you build high-quality backlinks for NGOs without paid placements or link directories.

6.4 Targets and Outcomes

- Proposed KPIs and target outcomes at Month 3, Month 6, and Month 12 for: organic traffic, keyword rankings, domain authority, donation page sessions, and monthly donor sign-ups from organic search.
- Rationale for your projections, including what they depend on from Milaan's side.
- How you will demonstrate that traffic improvements are translating into donor engagement — not just visits.

6.5 Budget

- Monthly retainer fee with a clear breakdown of what is included.
- Any one-time setup or audit fees, fully itemized.
- Third-party tool costs passed through to Milaan, if applicable.
- What is explicitly out of scope.

7. Evaluation Criteria

Criterion	What We Are Looking For
Independent site diagnosis	Did you assess milaan.in before writing this? Can you identify issues beyond what we've listed?
Technical SEO capability	Demonstrated expertise in crawl issues, schema, Core Web Vitals, and site architecture — not just keyword tools.
Understanding of nonprofit and CSR digital context	Can you articulate how NGO donor journeys differ from commercial ones? Do you understand how CSR teams discover and evaluate partners?
AI discoverability readiness	Specific, credible methodology for improving AI search presence. Not generic AEO talking points.
Ability to link traffic to donations	Does your proposal treat donor conversion as a measurable outcome, not a side effect of rankings? Can you demonstrate this in your case studies?
Relevant experience	Non-profit, impact sector, or mission-driven work with verifiable outcomes.
Clarity of workplan	Is the phasing specific and realistic? Does the sequence reflect the priority order in Section2?
Value for money	Quality of outcomes relative to the proposed investment. We are not selecting on price alone — we are selecting on the credibility of the plan and the agency's ability to deliver it.

Proposals will be rejected if they: include substantial agency content production as a primary cost driver; propose paid link schemes or low-quality directory submissions; project unrealistic outcomes without clear methodology.

8. Submission Guidelines

Submission deadline	11 May 2026
Format	PDF, max 15 pages excluding appendices
Submit to	Specified Google Form
Shortlisting	Shortlisted agencies will be invited for a 30-minute presentation. Date to be confirmed.
Selection timeline	Milaan expects to complete agency selection within two weeks of the submission deadline.
Confidentiality	This document is confidential. It may not be shared or used for any purpose other than proposal preparation.
Milaan's rights	Milaan reserves the right to reject any or all proposals, shortlist at its discretion, and negotiate with more than one agency simultaneously.

Milaan's mission is to build 2 million girl leaders by 2030. *We are looking for a partner who understands that visibility is not an end in itself — it is the infrastructure for impact.*
