Ref. No. MRSPTU/Purchase/16-17/...................   Dated ..27|08|2018

ITES No-487

(Regd.)

To

    The concerned.

Sub: - Quotations for Search Engine Optimization (SEO).

Dear Sir,

01.   You are requested to quote the rates for the items shown in the Appendix 'A' separately attached to this letter. The rates must be quoted only on the attached paper as per our specifications.

02.   Following shall be taken note of while quoting the rates:-

    a)   The rates will be F.O.R. Store Yard, MRSPTU, Bathinda.

    b)   Rate of ST/VAT/GST if extra must be mentioned clearly.

    c)   Quotation received later than due date are liable to be ignored/rejected.

    d)   Quotation must be submitted on letter head of the firm with all particular, any other format will not be acceptable.

    e)   The quality of the items to be quoted should be best available in the market.
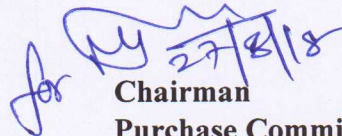
    f)   The envelope must bear the word:-

    "QUOTATION FOR" Search Engine Optimization (SEO).

    Enquiry No. As above   dated_____

    Due on 17-09-2018

IMPORTANT: - In the absence of information as required under 2(f) above, if an envelope is received & opened inadvertently, the university will not be responsible and the quotation may not be considered even if quoting lowest rates.

03.   The quotations duly completed should be in the name of Registrar and should reach the **office of the Registrar, Maharaja Ranjit Singh Punjab Technical University, Bathinda by 17-09-2018 up to 03:30 PM** and same shall be opened at 04:00 PM on same date. Your representative may be present during the opening of the quotations.

                                       Chairman
                                       Purchase Committee

Copy to: -

1. Director, IT Enabled Services Deptt, to upload a copy on University & college websites.
2. Director, IT Enabled Services.
3. Master File

                                                     P.T.O.

TERMS & CONDITIONS

1. **VICE CHANCELLOR RIGHTS:**

    Vice Chancellor, MRSPTU, Bathinda reserves the rights of acceptance or rejection of any or all quotations. The discretion for increasing or decreasing of the quantities also rests with him. MRSPTU also not bind itself to accept the lowest price. In case of any dispute, the decision of Vice Chancellor, MRSPTU, Bathinda will be final &binding.

2. **VALIDITY OF QUOTATIONS:-**

    Quotations will be considered valid for 03 months from the date of quotation.

3. **CORRESPONDANCE:**

    No correspondence regarding acceptance/rejection of a quotation will be entertained.

4. **REJECTION:-**

    Quotation not conforming to the set procedure as above will be rejected.
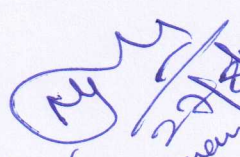
5. **DISCOUNT/REBATES:-**

    A Special discount/rebate wherever admissible keeping in view that the supplies are being made for education purpose in respect of Public Institution of national importance may please be indicated.

6. **COMPLETION TIME:-**

    Time in months for completion of website optimization should be clearly mentioned.

7. **PAYMENT TERMS:**

    a) 50% payment will be made at the start of the work.

    b) Rest 50% payment will be made after the Completion and Inspection of the Work.

MAHARAJA RANJIT SINGH PUNJAB TECHNICAL UNIVERSITY
BATHINDA-151001, PUNJAB (INDIA)
(Established by Punjab Govt. vide Punjab Act No. 5 of 2015 & Under Section 2(f) of the UGC Act at S. No. 428)

Ref. No. MRSPTU/Purchase/16-17/....................   Dated ....

Specifications for SEO

Appendix-A

Sr. No.	Services
1	Recommended SEO Time Period 4 Months
2	On-Page Optimization
3	Optimizing Title Tag
4	Optimizing Meta Tag
5	Optimizing Meta Keyword
6	Optimizing Meta Description
7	Keyword Management
8	Department Pages dynamic Title
9	Department Pages dynamic Keywords
10	Department Pages dynamic Description
11	Backup for pages add title, keywords and description
12	Static Pages same keywords and description
13	H1 / H2 / H3 tag Optimization
14	Anchor tag Optimization
15	Image Tag Optimization
16	SEO Friendly URL Optimization
17	Sitemap Implementation and Analysis
18	Robot.txt Implementation
19	Google Analytics Setup
20	Internal Web Page Linking
21	SEO/Analysis Report
22	Monthly Work Report
23	Monthly Google Analytics Report
24	Customer Support
25	Gmail
26	Telephone

Website URL = www.mrsptu.ac.in

The modified code will the property of the MRSPTU.

Backend be provided to Dynamically change Meta Descriptions, Meta Keywords etc. for whole Website and Title, Keywords, description etc. of the Deptt. from the FrontEnd.

for chairman, Committee

20/8/18