



**Design & development of a new corporate website
for City Cancer Challenge Foundation**

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1. About City Cancer Challenge

City Cancer Challenge Foundation (C/Can) supports cities around the world as they work to improve access to equitable, quality cancer care. It leads a city-based partnership initiative that aims to improve access to quality cancer care in cities around the world by transforming the way stakeholders from the public and private sectors collectively design, plan, and implement cancer solutions.

The approach is built on the core principle that cities can drive impact at national level by crafting data-driven solutions with the support of a network of global, regional, and local partners that reflect an understanding of the unique local context.

C/Can was launched by the Union for International Cancer Control (UICC) at the 2017 World Economic Forum Annual Meeting in Davos. It was established as a standalone Swiss foundation in January 2019, and is currently active in nine cities across Africa, Asia, Eastern Europe and Latin America.

For more information about C/Can, please visit our [website](#).

2. About the project

The purpose of this Request for Proposal (RFP) is to solicit proposals from web design and development organisations to design and develop C/Can's new corporate website.

C/Can is looking for a cutting-edge web design agency for this project. The selected company should have a great eye for innovative design and be proficient in technologies such as HTML5, Wordpress, responsive design, parallax scrolling, etc.

Bidders are requested to propose the best and most cost-effective solution(s) to meet C/Can's requirements, while ensuring a high level of service.

City Cancer Challenge's current website dates from 2019. The site was born as a landing page, and has a series of limitations that make its replacement necessary.

to improve both its efficiency and the flexibility in the management of its contents and its scalability.

The selected organisation will work with C/Can and its digital partner to understand the needs of C/Can and its many user groups and accordingly design, develop and implement a new digital asset.

3. New website requirements

The solution developed by the selected provider shall meet the following requirements:

3.1. Functional requirements

In terms of **functionalities**, the website shall meet, among others the following requirements:

- Global search box, with categorised search results.
- Blog categorisation, tagging and filtering.
- Event calendar (The Event Calendar or a similar alternative)
- Interactive map, with cities and projects.
- Contact forms. Newsletter: The website shall allow users to subscribe to C/Can's newsletters. There shall be different newsletter options according to users' interests.

The website shall allow for **integration** with the following tools.

- **Salesforce.** All website contact forms shall be integrated with C/Can's CRM system.
- **Mailchimp**
- **Power BI** (or similar)

3.2. Technical requirements

The new website shall meet the following technical requirements

- **Content Management System:** The website shall be developed in WordPress.

- The provider shall provide C/Can with guidelines on the backend's basic functionalities for content uploading.
- The website's **theme and data model** shall include the following:
 - A catalogue of flexible, reusable modules allowing to compose the above-mentioned contents.
 - A rich set of custom post types (CPT) that results in well defined and structured content. The use of Advanced Custom Fields to provide such structure is strongly recommended.
 - A custom-made theme implementing the aforementioned modules, templates and custom post types.
 - A classic data entry, which is preferred over Gutenberg and other visual composers.
 - In addition to regular pages, the theme must address the creation of general-purpose landing pages, which could be needed in languages other than English. These pages might also need a different header and footer.
- The website shall use **plugins and other third-party solutions** wisely, only when an additional, complex functionality is needed (performance, security, etc.) and not as a substitute for a few lines of code. The plugins shall be widely used and well tested.
- **Performance:** The website shall implement a cache system in order to improve speed and reduce server load. The use of W3TC is strongly recommended.
- **Security:**
 - The website shall include security measures in order to minimise the risk of attacks on the site.
 - The provider shall perform a benchmark and recommend a security solution among the many options available (WordFence, Sucuri, Malcare, etc.)
- **Data recovery:**
 - The website shall allow for automatic backups of both data and files.

- Such functionality shall be configured at both the WordPress level or the hosting level, although the latter is preferred.
- **Analytics:** The website shall allow for the tracking of all major events (page loads, button and CTA clicks) through Google Analytics and Google Tag Manager in order to better understand user behaviour.
- **Hosting:**
 - The website shall be hosted on an Apache/nginx web server (with PHP version 7.4 or higher) alongside a MySQL/MariaDB database.
 - The selected provider shall be responsible for the hosting of the website (either host or provide a hosting solution). Siteground, the current hosting provider, is an option that should be considered.
- **Multi-language support:**
 - For the time being, the only language available on the website will be English.
 - However, the provided solution shall allow for potential translations into other languages as they might be needed in the future. This will most likely apply to landing pages only. In this regards, the selected provider shall take the following into consideration:
 - Multi-language requirements will have an impact in terms of typography (the chosen typography should be available not only in the latin alphabet but also on cyrilic, chinese and arabic alphabets, among others) as well as on the website design (for right-to-left languages, the whole design should be mirrored).
 - The impact that translating only certain parts of the website (and not the whole site) could have on the user experience should be assessed.
- **Data migration:**
 - There shall be no automatic migration of content other than the blog, as the structure and content of the new website shall differ significantly from the current website.
 - Regarding blog migration, the selected provider should take the following into consideration:
 - Source HTML must be stripped of all styles.

- Image sizes may not be adequate for the new design.
- Links to pages in the current website shall be flagged and updated.

3.3. SEO & Analytics requirements

A full detailed description of the website's requirements in terms of SEO can be found in Annex I. The below points summarise the main aspects to be taken into account:

3.3.1. SEO On page:

- In terms of **technical requirements**, the new website's SEO On Page strategy shall meet the following criteria:
 - **Indexing Policy:** The website shall index all URLs that provide relevant information for both users and search engines. Conversely, URLs that do not provide value for the achievement of this objective and entail a waste of time in the crawling of the site should not be indexed.
 - **Sitemap file:** The Sitemap.xml file shall be created in .xml format and submitted to search engines, preferably through the Google Search Console tool for developers. The sitemap index file shall be used correctly, grouping URLs into various categories (pages, post, categories).
 - **Robots.txt File:** There shall be a robots.txt file uploaded at the root of the website. Pages that should not be crawled and therefore not indexed shall be included in the robots.txt file. The sitemap itself shall be included in the robots.txt file.
 - **Metadata:** All pages of the website shall include metadata, i.e. they shall always have a title, a description and a URL optimised for SEO.
 - **Header Tags:** Header tags, from H1 to H6, shall optimally organise the content structure of any website page. The header tags both within each post and among different posts shall all be different and unique.
 - **Canonical Tags:** The canonical tags shall be implemented according to the most relevant pages in relation to the content that is displayed and that should be shown in search

engines. The website shall contain canonical tags to prevent bots from crawling duplicate pages or pages with similar content.

- **404 Errors:** The website shall not contain any URL taking the user to pages with 404 errors. 404 errors shall not be crawled or indexed.
 - **Web Performance:** The performance of the website shall be optimal, exceeding at least 75 out of 100 for both desktop and mobile devices.
 - **Web Experience:** To provide a great user experience within the website, the Core Web Vitals, which are made up of the Largest Content Paint (LCP-web load time), First Input Delay (FID-web interaction) and Cumulative Layout Shift (CLS-visual stability of the website) metrics, shall be optimised.
 - **Images:** Website images shall be fully optimised for crawling and indexing.
- In terms of **content requirements**, the new website's SEO On Page strategy shall meet the following criteria:
 - **Inclusion of keywords:** The site shall be optimised with the keywords that define the business and that have the user's search interests. These shall appear in: metas, urls, landing content, header tags, anchor text of the links and images.
 - **Information Architecture:** The website's information architecture shall be optimised both for search engines and for the user.
 - **Text/HTML Ratio:** The HTML/text ratio shall be above 20% in each page of the website.
 - **Semantic Markup:** The new website shall contain a rich semantic markup. This includes the use of rich snippets, expanding the information of the results offered by search engines.
 - **Content Strategy:** The website shall follow a content strategy developed by the selected provider based on a benchmark and a keyword research. The content strategy shall not only apply to the blog, but also to the information

architecture in order to generate organic traffic. The site shall have different and attractive contents and it shall not contain similar or duplicate content between its various pages.

3.3.2. SEO Off page:

- The new website's SEO Off Page strategy shall meet the following criteria:
 - **Link Building Strategy:** The website shall have a clear and effective link building strategy that provides greater authority in search engines than the current one.
 - **External Links:** The links' page authority shall be higher than 40 out of 100.
 - **Follow and Nofollow Tags:** There shall be a balance between "follow" and "nofollow" links. rel="sponsored" tags shall be avoided.

3.4. Approach to branding and user experience

In terms of branding and user experience, the selected partner should take into account the following considerations.

When it comes to the **user experience**, the website shall meet the needs of C/Can's diverse audiences, namely cities, city stakeholders, current and potential partners and donors, members of the Board of Directors, prospect cities and external audiences such as auditors and the press. Moreover, the selected provider shall take the following into account:

- Web design shall keep users informed about what is going on at all times, through appropriate feedback within a reasonable amount of time.
- Web design shall speak the users' language. The words, phrases, and concepts used shall be familiar to the user, rather than internal jargon. The website shall follow real-world conventions, making information appear in a natural and logical order.
- Web design shall offer users the clear possibility of leaving an unwanted action without having to go through an extended process.

- The website shall use platform and industry conventions. Users shall not have to wonder whether different words, situations, or actions mean the same thing.
- Web design shall carefully prevent problems from occurring in the first place.
- Web design shall minimise the user's memory load by making elements, actions, and options visible.
- Error messages shall be expressed in plain language (no error codes), precisely indicate the problem, and constructively suggest a solution.

With regards to **branding**, the website design shall comply with the latest version of C/Can's brand guidelines which shall be provided to the successful bidder in due time. For that purpose, the selected provider shall take the following into consideration:

- The website shall highlight the human attribute of the C/Can brand, portraying C/Can as a people-driven organisation and as a community of communities.
- C/Can's positioning and vision convey the idea of the organisation as the go-to partner for enabling change in cities. Therefore, the website's design shall acknowledge the crucial role that cities play in C/Can: the organisation serves cities, and not the other way around.
- The website shall respect the typographical and colour hierarchy, as well as other aspects related to the visual identity, established in C/Can's updated brand book.
- The new website shall not replicate the look and feel of C/Can's current website.

4. Timing and deliverables

The assignment shall be run between the months of March and August 2022, for the new website to be launched in Q3 2022.

There shall be the following minimum deliverables:

- User characterisation.
- Benchmark analysis (multidimensional, comprising similar brands: Foundations, City-led initiatives, e-health startups, etc.)

- Navigation tree.
- Wireframes.
- Visual design.
- Front end implementation of key modules and templates.
- Back end implementation of the data model.
- A user manual to using some of the functionalities in the backend
- Final product.

5. Provider requirements

The selected organisation will have experience in:

- Design of digital products, such as websites and mobile apps: UX/UI design, visual design, etc.
- Technological development of digital products, such as websites and mobile apps: front-end and back-end development, system administration, etc.
- Branding and digital communication projects.
- International projects.

The team shall comprise at least the following profiles/members:

- Project Manager.
- SEO Manager.
- UX Researcher.
- UX Designer.
- Visual Designer.
- Technology Manager.
- Front End Developer.
- Back End Developer.
- Systems Administrator.

6. Timeline & Milestones

- January 3, 2022: RFP Posting.
- January 10, 2022: RFP Questions Submitted in Writing by 09:00 a.m. CET.
- January 17, 2022: Answers to RFP Questions.
- February 14, 2022 Deadline for Proposals.
- End February: Selected Firms to be interviewed
- March 2022: Final Vote on Selected Firm
- March 2022: Establish Project Timeline and Goals with Firm:

7. Instruction to bidders

The **technical proposal** shall be submitted in English and include the following information:

Understanding of the Requirements of the project, including Assumptions

Include any assumptions as well as comments on the project as indicated in the Technical Specifications, or as the bidder may otherwise believe to be necessary.

Proposed Project Team Members

The curriculum vitae of the senior professional members of the team including their specific responsibilities on this project, relevant experience and qualifications.

Proposed Approach, Methodology, Timing and Outputs

Any comments or suggestions on the technical specifications, as well as the bidder's detailed description of the manner in which it would respond to the technical specifications

Financial proposal

Including a realistic implementation plan with a detailed description of the cost in USD.

Portfolio

The portfolio of related work should include examples of recent relevant work

References

List two client references including a contact name and contact information.

8. Other terms and conditions

- **Withdrawal of RFP:** Proposals may be withdrawn before the RFP submittal deadline by submitting a written request to the Contact Person.

Re-submittal before the RFP submittal deadline can be made; however, they may not be re-submitted after the deadline.

- **RFP costs:** All costs incurred in the preparation and presentation of proposals to the RFP shall be completely absorbed by the responding party to the RFP. All documents submitted as part of the RFP will become property of C/Can. Any material submitted that is confidential must be clearly marked as such.
- **Award basis:** C/Can reserves the right to accept or reject any and all proposals, to waive any irregularities in any proposal process, and to make an award of contract in any manner in which C/Can, acting in the sole and exclusive exercise of its discretion, deems to be in C/Can's best interest.
- Proposals will be reviewed in alignment with the **City Cancer Challenge Policy on Procurement.**

Contact for submission inquiries

Please send the full proposal (as outlined in the RFP) by 14 February, 2022 and all inquiries concerning this solicitation to the following contact: Beatriz Escriña escrina@citycancerchallenge.org

Annex 1: SEO specifications for City Cancer Challenge's new website

SEO On Page

Technical Recommendations

1. Indexing Policy

- The website shall index all URLs providing relevant information for both users and search engines, addressing the interest needs of the former in relation to query terms, as well as trying to optimise the website's organic positioning.
- Conversely, URLs that do not provide value for the achievement of this objective and entail a waste of time in the crawling of the site should not be indexed (e.g. tags, privacy policies, cookies, paginations, among others).

2. Sitemap

- The Sitemap.xml file shall be created in .xml format and submitted to search engines, preferably through the Google Search Console tool for developers.
- The sitemap index file shall be used correctly, grouping URLs into various categories (pages, post, categories), and it shall also be developed in .xml format, in order to correctly group the content and thus facilitate its indexing by search engines.

3. Robots.txt

- A robots.txt file shall be uploaded at the root of the website.
- Pages that shall not be crawled (and, therefore, not indexed) shall be included in the robots.txt file.
- The sitemap itself shall be included in the robots.txt file.
- There shall be no page resources, such as CSS, images or JavaScript, blocked by the robots.txt file.

4. Metadata

- Metadata shall be included in all website pages, which shall always have a title, a description and a URL optimised for SEO.

5. Header Tags

- All pages of the website must contain the corresponding header tags, from H1 to H6. There shall be no hierarchy jumps (empty or non-existent tags)

- Header tags, from H1 to H6, shall optimally organize the content structure of any website page.
- All header tags, both within each post and among different posts, shall be different and unique.

6. Friendly URLs

- Website URLs shall not contain any parameter that may hinder the crawling and indexing of content (?, ñ, ") or result in duplicated content on the website.
- It is recommended that URLs be separated by hyphens.

7. Hero URLs

- The website shall not contain orphan URLs, i.e. web pages that cannot be accessed from the internal architecture of the website itself.
- Orphan URLs that do not provide relevant and interesting content for the user in relation to their search intentions shall be de-indexed.

8. Link Juice

- The website shall have an internal linking system in place that provides higher authority to the most relevant pages of the website.
- In order to develop an optimal internal link juice strategy, the selected provider shall take the following into consideration:
 - There shall not be a large volume of links redirecting to the home web page, as it would diminish its authority.
 - Blog pages and posts, shall be part of the internal link juice strategy, as they are one of the main gateways to the website in general. This implies that they shall be granted higher authority over other less relevant pages on the site, which should be excluded from the strategy..

9. Canonical Tags

- Canonical tags shall be implemented according to the most relevant pages in relation to the content that is displayed and that should be shown in search engines.
- The website shall contain canonical tags to prevent bots from crawling duplicate pages or pages with similar content.

10.301 Redirects

- The website shall contain as few redirects as possible, given that they consume a high amount of the crawling budget at the expense of crawling and indexing other relevant pages of the website. For this reason changes to the website's architecture (once established) shall be reduced to the minimum.
- If needed, redirects shall be configured to take users to pages in which the content is of interest to them, and they shall always be permanent (301) and not temporary (302).

11.404 Errors

- The website shall not take the users to pages containing 404 errors.
- 404 errors shall not be crawled or indexed.

12.Errors 500

- The website shall not contain errors related to the server itself, also known as type 500 errors.

13.Web Performance

- The performance of the website shall meet a score of at least 75 out of 100 for both desktop and mobile devices.
- No resources shall be hampering the loading speed of the website on any device. Some resources that could cause problems are:
 - Images not properly coded around the file type.
 - Non-optimally formatted images.
 - CSS or Javascript elements whose functionality blocks rendering.
 - Unused CSS elements.

14.Web Experience

- In order to provide an optimal user experience within the website, the Core Web Vitals (LCP, FID and CLS metrics) shall be fully optimized.
 - LCP shall be below 2.5 seconds.
 - FID shall be below 100 milliseconds.
 - CLS shall be below 0.1.

- For such purpose, the following factors shall be taken into account:
 - LCP:
 - ** elements.
 - Elements within an element.
 - *<video>* elements.
 - An element with a background image loaded via the *url(.)*
 - *Block.level* elements containing text nodes.
 - FID:
 - Text fields or checkboxes (*<input>*, *<textarea>*)
 - CLS:
 - Image elements shall have a specific width and height to reduce layout changes.

15. Responsive Version

- The website shall have a responsive version, adapted to mobile, and thus the following elements shall be optimised:
 - Fonts.
 - Image and/or video formats.
 - Vertical and/or horizontal format of the website.
 - Usability.
 - Loading times.
 - Links.
 - Call to actions.

16. Images

- Website images shall be fully optimized for crawling and indexing. Thus, all images on the website shall meet the following requirements:
 - Image names shall be descriptive, separated by hyphens.
 - Images shall be resized according to CSS and screen size of the different devices.
 - An exclusive sitemap for the images of the website shall be created for each of the categories of the site.
 - Images shall be hosted on a CDN.
 - Directed load shall be implemented.

- Caching in the user's browser shall be in place to reduce loading time in the event of revisits.

Content Recommendations

1. Inclusion of Keywords

1.1. Metadata

- Both the titles and the website description shall meet the following requirements:
 - They shall contain the main keyword of each web page.
 - They shall be related to the page content.
 - They shall be unique for each page, in order to avoid duplicate content.
 - Their length shall be optimised to contain between 30 and 60 characters.

1.2. Landing Content

- The content of each landing page or URL shall be unique and different, in order to avoid duplicate content and confusion in the user, resulting in a bad user experience.
- Based on a pre-established content hierarchy, the content of each landing page or URL shall consist of a main keyword, referring to the main topic to be addressed on that page, as well as secondary keywords, which must be related to the main keyword.

1.3. URLs

- All URLs shall contain the main keyword of their page.

1.4. Header Tags

- All header tags on each page of the website must contain a keyword:
 - H1 header tags shall contain the main keyword of their page, referring to the main topic to be addressed on that page.
 - The rest of the heading tags, from H2 to H6, shall contain secondary keywords that provide relevance to the main one, as well as semantic meaning to each of the blocks in which the page content will be divided.

- Header tags shall contain around 50-60 characters, 55 being the ideal number.

1.5. Anchor Text

- Every anchor text must contain the main keyword of the content it links to.

1.6. Images

- All website images shall be optimized in relation to the implemented and predefined content strategy. The following considerations shall be taken into account:
 - File name: All images shall have a file name separated by hyphens and containing the main keyword to which they are related.
 - Alt tag: All images shall contain a descriptive, specific, unique and relevant alt tag.

2. Information Architecture

- The website's information architecture shall be optimised for both search engines and users with the aim of facilitating indexing and improving the user experience.
- The website's architecture shall be logical and distribute information in such a way that users can easily find any element required to satisfy their needs.
- The information architecture shall create a certain number of main categories that will group related posts (contents).
- Each of the categories shall be treated independently, forming a pyramidal structure, where each URL is distributed based on the average volume of monthly searches and the difficulty of positioning.
- In this structure, the main categories shall use generic keywords, while posts (final contents) shall focus on long tail keywords.

3. Html/Text Ratio

- The website's html/text ratio shall be optimized to remain at levels between 30% and 70%.

4. Semantic Markup

- The new website shall contain a rich semantic markup. This includes the use of rich snippets, expanding the information of the results offered by search engines.

- In addition to the current markings (website and breadcrumb list), the website shall include other markings belonging to organisations, as shown on <https://schema.org/NGO>)
5. Content Strategy
- The website, and not only the corporate blog, shall follow a content strategy developed by the selected provided in line with the information architecture.
 - The content strategy shall promote quality content that improves organic positioning based on users' search interests, also known as green content. Content shall be differential and attractive content, and thus the website should not contain similar content between its various pages, i.e. duplicate content.
 - The content strategy shall be planned and executed based on a thorough analysis of the market, focusing on the competition and target audience.
 - The content strategy shall follow an editorial calendar reflecting the different topics to be addressed in the blog, which will be segmented by categories, and including the frequency of publication of content.
6. AMP Labels
- The website shall contain AMP tags to reduce loading times.
 - Each tag shall be correctly implemented on the headers of the different pages of the website.

SEO Specifications - Off Page

1. External Links

- There shall be a clear and effective link building strategy in place.
- Inbound links shall meet the following requirements:
 - All links shall have a page authority higher than 40 out of 100.
 - The subject of the page to which the link redirects shall be similar to the subject of the page from which it is redirecting.
- It is advisable that the anchor texts used are either text or images.

2. Follow/Nofollow Tags

- In terms of external linking, there shall be a balance between follow and nofollow links.

- Ideally, inbound links from thematically related domains with a good DA shall contain the follow tag (Link).
- rel="sponsored" tags shall not be implemented.

Other Recommendations

1. Hreflang Tags

- Hreflang tags (rel="alternate" hreflang="x") shall be applied in the event of the new website containing multi language content in order to improve the user experience.

2. Duplicate Content

- The website shall not contain duplicate content.
- In the event of duplicated content being necessary, it shall not exceed 10% of the total website contents.