



FMM West Africa

Support to Free Movement of Persons & Migration in West Africa

A. Project Description & Background

Under the framework “Support to Free Movement of Persons & Migration in West Africa (FMM) project co-funded by European Union and ECOWAS Commission implemented by International Organization for Migration, ICMPD and International Labour Organization is planning to redesign and revamp on the Project website www.fmmwestafrica.org. The FMM West Africa project intends to re-design its website to make it more modern, more user-friendly and to better inform on the FMM West Africa achievements, activities implemented, tasks and responsibilities. The objective is also to better display all the documents and information released on the website.

The new written content for the website will be provided by the Service Provider and most probably in Word or Excel format. The new website must also be available in a version suitable to use on mobile devices in three languages. The objective of the website is to share information on the project achievements, activities and information among the ECOWAS Member States, donors community and relevant stakeholders.

The FMM/IOM invites service providers to submit full proposals / Quotations for the redesign of the FMM Website.

B. Scope of Work

The scope of the work includes:

- Redesign its current website.
- Integrate social tools to its website to improve relevance online.
- Improve website security and availability
- Improve the overall user experience on the website.
- Establish and maintain a sustainable internal process for managing its web content.
- Improve and measure traffic to its web property (Analytics and SEO).

Tasks to be performed by the service provider include:

- Creating and changing template to fit appropriately the existing contents and knowledge products (audio, pdf and videos)
- Acting as a back-up to update the website.
- Acting as a helpdesk for resolving all issues related to the management and development of the website.
- Cooperating and coordinating all the related services if necessary.



EUROPEAN UNION



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C. Re-design of the Website: Service Design and Transition

Design and Layout for the Re-design of the Website

The Service Provider must propose and implement a new design and layout for the FMM website. The new layout must be;

- Developed especially for the FMM West Africa project and not be a standardized layout;
- It must be clear and be able to facilitate access to information needed;
- It must be user friendly and reflect the institutional achievements of the projects across the ECOWAS Members States;
- The FMM Website layout must be incorporated in the new layout with latest contents.

The Service Provider must provide 4 possible options in term of design and layout. Based on the chosen option, the service provider will finalize the design and layout following inputs from the FMM West Africa Website. The FMM West Africa project team and the service provider will exchange views on the options for an unlimited number of times in order to finalize the design and layout. If the design and layout includes images, videos or other material that cannot be provided by the FMM West Africa project team, the Service Provider will need to provide them and reformat them without extra-charge for the FMM West Africa project. The new design and layout must be implemented on the entire website.

Menu and Organization of the Content

The Service Provider must advise on and propose to the FMM West Africa an organization of the content (menu, organization of the homepage and the different pages) that will meet the FMM West Africa's objective to build a clearer and more user-friendly website. The FMM West Africa project team and the service provider will exchange on the proposal for an unlimited number of time in order to finalize the menu.

The Service Provider must propose a technical solution to allow some specific pages and elements to be visible at different places of the website without having to copy/paste the content in the CMS. The Service provider must propose and implement templates to accommodate the different type of content of the FMM West Africa website (news content, meeting documents, pages presenting governing bodies etc.). The new menu and content organization must be implemented on the entire website.

Search Engine Optimization (SEO)

The Service Provider must provide advice and implement solutions in terms of SEO (Search Engine Optimization).

RSS Feeds/PDF/Print Facility

RSS feeds must be implemented on the website. Every page must include an easy print function.

Specific Facilities

The new website must include all the features and technical facilities already implemented on the current FMM West Africa project website, among those forms, specifics templates, specific facilities and features. In addition to these, the Service Provider must advise the FMM West Africa project team and provide new features to meet the FMM West Africa needs. All the features proposed must be user-friendly for both the users and the FMM West Africa project team that will manage them through the CMS.

The following features will specifically be incorporated in the design:

1. Website Migration, Transfer, Re-design and Hosting Plans
Domain Name and Hosting Service
Single Domain Name Registration (5) years
Bulk Domain Name Parking (5) years
2. WEBSITE (MIGRATION, RE-DESIGN AND TRANSFER)
Analysis: facts gathering, multimedia production, editing, streaming and authoring; site workflow, structure and organization
Back End Administrator Details [Username, Password, cPanel, FTP, PHPAdmin, MySQL etc.]
Backup, Clone and Download Website [Data, databases, multimedia, emails, support files] at Current Host
Purchase a new web host account from new ISP [Ultimate cPanel Web Hosting Account]
Site Backup and Restore - cPanel
New Website Design & Development/Programming features
Professional Website Template/Theme
Hosting: Webpages, components, modules, extensions and plugins
Upload Backed up Website to the new web hosting account
Restore, Setup and Configure Backed up Website [to go LIVE in Maintenance Mode]
Verify and Fix/Repair new Website structures and missing/broken links
Domain Name Transfer, Switch Website DNS Records and/or Domain Name Permanent Redirect
Buy and Setup new E-mail Accounts
Blog
3. SEARCH ENGINE OPTIMIZATION AND VISIBILITY
Search Engine Optimization (SEO)/Visibility
4. WEBSITE PROTECTION
Premium Sitelock Malware Scanner & Trusted Site Seal
Domain Privacy
SSL Certificate: Daily Malware Link Scan & Daily Website Vulnerability Scan
Premium DNS
Dedicated IP Address
5. DYNAMIC E-PRESENCE PLATFORM
Dynamic E-Presence and Social Media Networking Interlinking, Policy Blogs, Public Forum/Discussion, Newsletter System, Donation Acceptance System
6. ANNUAL MAINTENANCE

Annual Website Maintenance/Upgrade/Update of Analysis, Re/Design, Templates/themes, Security features, Plugins/extension, multimedia data (production, editing, streaming, authoring of text, audio, videos, photos, graphics, logo), Regular Data Backup/Archiving, Security Scan, Vulnerability Checks, Google Analytics, Website Metrics.

Outputs and Deliverables

The output of this service is a complete redesign website of the project with full documentations.

Institutional Arrangement

The consultancy would be implemented under the overall supervision of the FMM West Africa Programme Manager based in Abuja, Nigeria.
Duty Station

The contractor will be required to have regular planning meetings with the responsible IOM project officers during the duration of the service provided.

D. Target Audiences

The FMM West Africa project website aims to reach out to the following:

- Relevant stakeholders including supervisors, supervised bodies (banks etc), academics, researchers, analysts, business leaders etc.
- Media both at the European and world level;
- European and national officials and authorities;
- A wider informed audience

E. Reports, Time Schedule and After Sales Service (Maintenance)

The project should be completed within a twenty-five (25) working days period. The Service Provider will be expected to provide ongoing support/maintenance for one (1) year, which will last for the duration of five (5) years