

**REQUEST FOR PROPOSALS (RFP)**  
**Hiring of Firm for SEO Optimization**  
**RedMarker/Tender/Proc/010**

RedMarker Systems (Pvt) Ltd. is incorporated with the Securities and Exchange Commission of Pakistan, under section 16 of the Companies Act 2017. It is a Pakistan-based EdTech company that is leading the way in the digitalization of the assessment lifecycle. Our goal is to become a leading technology company, demonstrating prowess in the development of innovative technological products.

RedMarker Systems invites proposals from qualified licensed/registered well-reputed entities for “**SEO Optimization**”. Interested entities should be on the Active Taxpayers List (ATL) of the Federal Board of Revenue (FBR) and GST registered, with a professional management team and prior relevant experience.

All proposals will comprise two sections; Technical and Financial carrying 70-30 weightage respectively. All proposals must follow the guidelines available on the website: [www.redmarker.io/procurement](http://www.redmarker.io/procurement) Proposals must reach RedMarker Systems by/ before 15-11-2022 through email at [procurement@redmarker.org](mailto:procurement@redmarker.org) by 12:30 pm with the **subject line: “Technical and Financial Proposal - RedMarker/Tender/Proc/010”**. Physical copies will not be entertained.