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City of Joburg Property Company SOC Ltd.

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Annexure A

REQUEST FOR QUOTATIONS FOR WEBSITE HOSTING, MAINTENANCE AND SUPPORT SERVICES TO BE RENDERED TO THE CITY OF JOBURG PROPERTY COMPANY FOR 12 MONTHS

1. The scope of work

It is critical for us as JPC to expand awareness, increase traffic and visibility, and appear in the relevant searches in top positions. This is to ultimately grow organic (non-advertising) traffic to the site and always appear for content that relates to JPC positively.

There are hundreds of individual factors that search engines consider to rank a website. The main and most apparent ones are:

- Website structure and design.
- Website development quality.
- Keyword enriched social media posts.

Monthly meeting to assess the growth areas and plan the month ahead.

Linking - Who we are linking to — and who is linking to us.

- Content.
- Quality of writing.
- Frequency of updates.
- Actual content.
- Structure.
- Layout.
- High search volume keyword enrichment.
- Proposed SEO programme:
- Keyword research.
- Website analysis.
- Competitor analysis.
- Campaign setup.
- Onsite alignment.
- Link detox.
- Technical SEO.
- Onsite content.
- Specialist link development.
- Analysis and reporting.



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JPC Social Media Management and Support

- Editorial Roadmap development for Facebook, Instagram, LinkedIn and Twitter
- Graphic Design
- Editorial calendar content development –four articles per month
- Social media post design based on four monthly articles generated
- Community management (residents, professionals, associations) and influencer outreach
- Coverage for JPC functions - Average 1 per month

Reporting

Reporting and Account Management

Reporting is probably the most critical area for improvement and growth.

These reports must cover the website, paid search, SEO, social media and the JPC back office and overall system.

Reports must compare 3 months of data, and offer recommendations and suggestions for updates.

Quarterly reports must look at performance vs targets and understand the overarching trends data through campaigns and activities to see what worked and what did not and make recommendations and plot the way forward.

Annual reports must look at year-on-year performance as well as identify key learnings of regular vs ad hoc-based campaigns, time of year trends, overall keyword sets performance, and look to make strategic decisions on moving forward.

Account team are to have contact numbers available for contact purposes during work hours and after hours. The requirement for a cell phone is a requirement to ensure reliance on an aspect other than e-mail and landline.

Website Metrics:



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- Visitor Sessions.
- Repeat Vs New.
- Page views.
- Devices.
- Bounce rates.
- Location.
- Length on site and pages.
- Entry points.
- Exit points.
- Organic VS Paid Traffic.
- Show top pages.
- Conversions achieved (these can be defined to various goals).
- Where traffic came from.
- Social Media.
- Paid Traffic.
- Organic Traffic.

SEO Metrics

- Average Search Engine listing position.
- Traffic to Site.
- Keyword Ranking/Analysis.
- Competitor Benchmark.
- Top Pages.

Social Media

- Facebook/Instagram
- Likes.
- Followers.
- Comments.
- Shares.
- Engagement.

Twitter

- Followers.
- Retweets.
- Comments.
- Likes.



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- Engagement.

Youtube

- Views.
- Length of Views.
- Comments.
- Secondary.
- Subscribers (as we are not a channel).

JPC Hosting System

- Bandwidth Usage.
- Hard Drive Usage.
- Overall Server Usage

Development Languages

- PHP BESPOKE
- Accepted development language; Preferred language for future development of enhancements and interface for Phase II.

Development Language exclusions

- JUMLA
- WORDPRESS
- DRUPAL

SLA Support

- Account Director
- Account Manager
- Traffic Manager
- Production Manager
- 8am – 5pm Business Days.
- Alternate Number outside of hours.
- Minor updates within 1 to 4 hours.
- Major updates will be executed as and when they are encountered and time estimates to be provided.



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Maintenance Plan:

After the rollout of the system, the appointed service provider will enter into 3 3-year maintenance and support SLA (Service Level Agreement). Pricing must include SLA will include the following:

SLA for support and maintenance for period of 3 years

Hosting of the platform

- Dedicated Environment
- PHP 8 or later 8.2
- Bespoke PHP
- Server Spec
- Intel Xeon Quad Core 3.2GHz (12 Hyper-threaded cores)
- 128 GB of RAM
- 2TB SSD
- Unlimited Bandwidth
- Change management
- Hosting infrastructure changes must be managed in close collaboration with the JPC including tight feedback loops post-change implementation.
- Back Up Protocol -
- The system, its contents and its database must be backed up daily (Automated). This must include backups within the hosting environment, cloud, and a secondary data centre
- Disaster Recovery (same Spec as main server – different Data centre)



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- Automatic Failover
- The hosted solution must provide in a separate data centre for redundancy. The Recovery Time Objective (RTO) should be 60 minutes or less and the data replication (Recovery Point Object or RPO) should be 15 minutes or less.
- Data Retention
- Incremental back-ups will be done daily for up to a period of 2 weeks. The system can be rolled back to a version for up to 2 weeks in the past. Current versions of the latest backup will be stored on the server back-up, secondary data centre server, and other cloud backs ups (Dropbox and One Drive) for as long as required by JPC.
- Reliability & System Uptime Guarantee
- The system is available at least 99,99% of the time 24 hours a day

Key Capabilities of the Odoo Website Module

a) User-Friendly Website Builder

- The Odoo Website Module provides an intuitive, drag-and-drop interface that enables you to build and customize your website without the need for extensive technical expertise. You can easily create and update web pages, blog posts, and landing pages to keep your content fresh and engaging.
- A responsive design ensures that your website is optimized for viewing on any device, whether it be desktop, tablet, or mobile.



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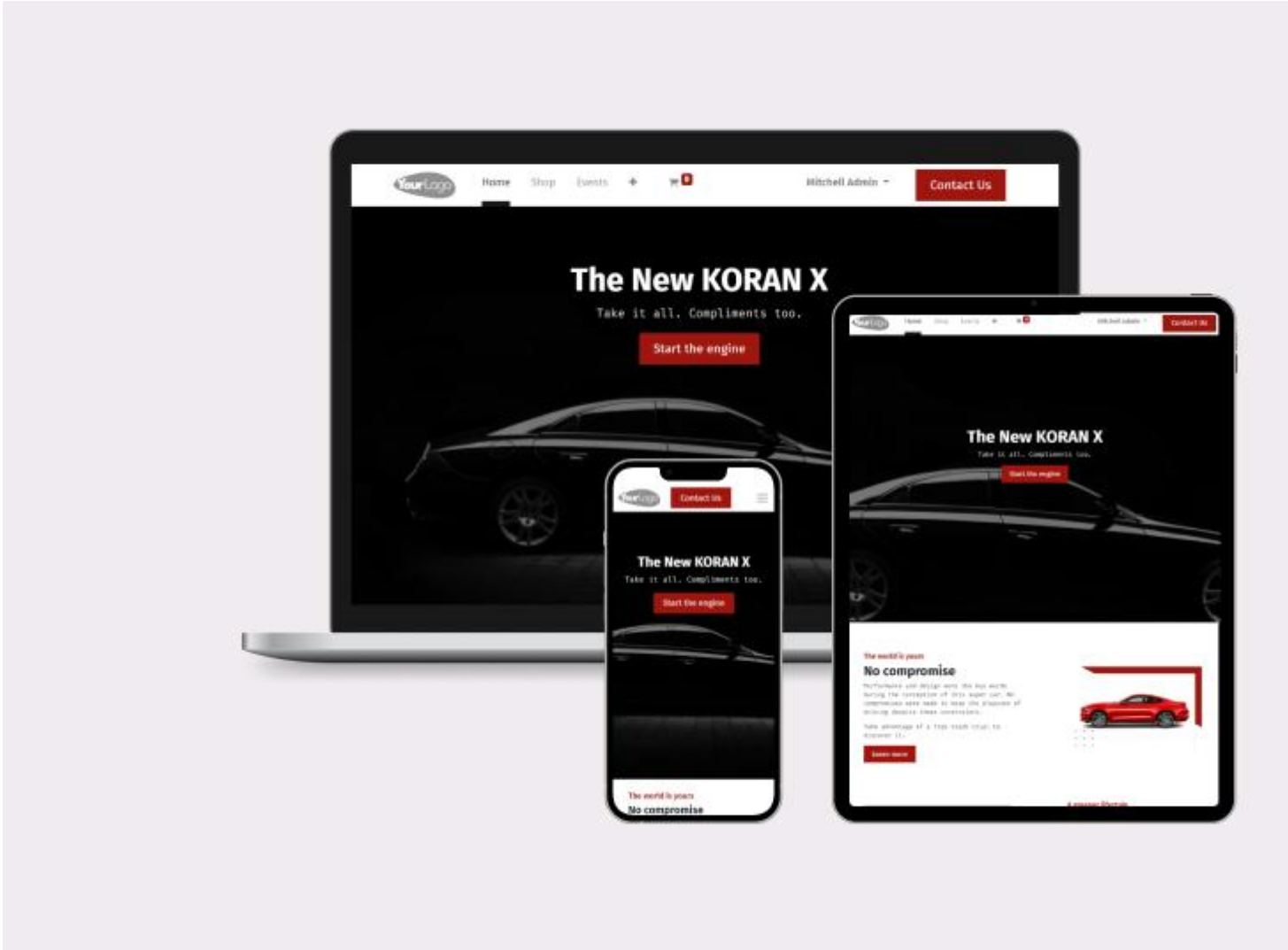
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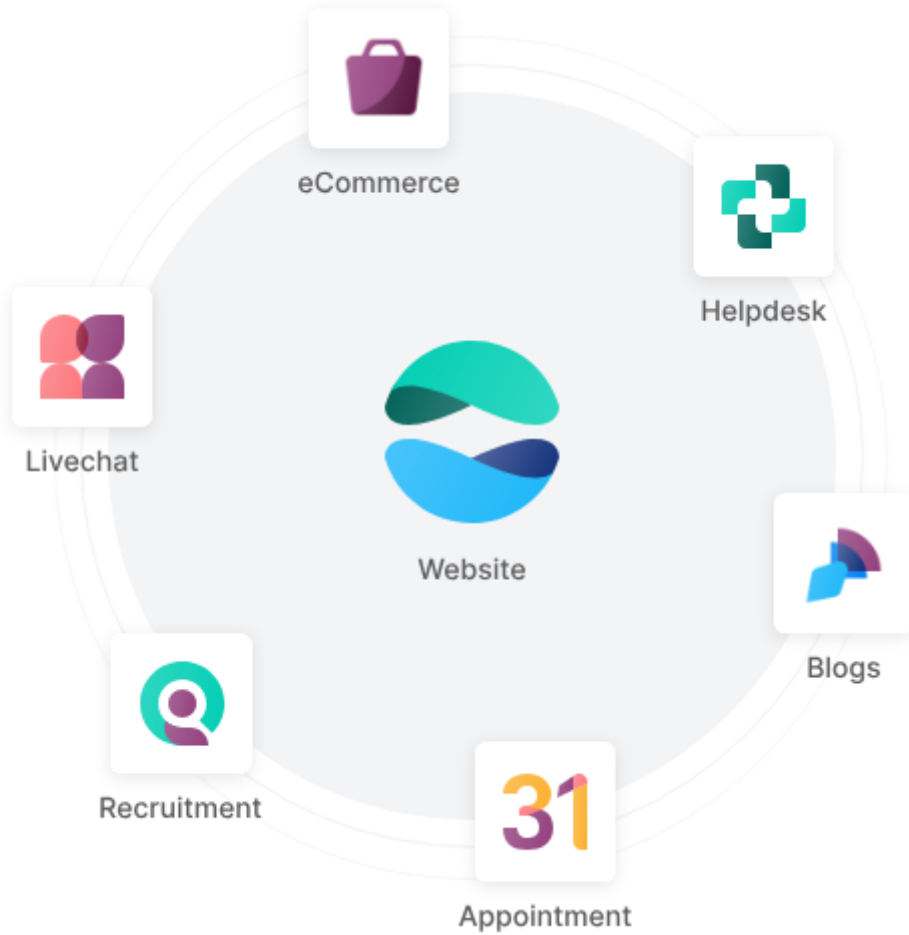
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Scalable and fully integrated

Play with amazing features and grow your business. Streamline processes, enhance user experience, and provide a unified system to run and grow your business efficiently, enjoy flexibility



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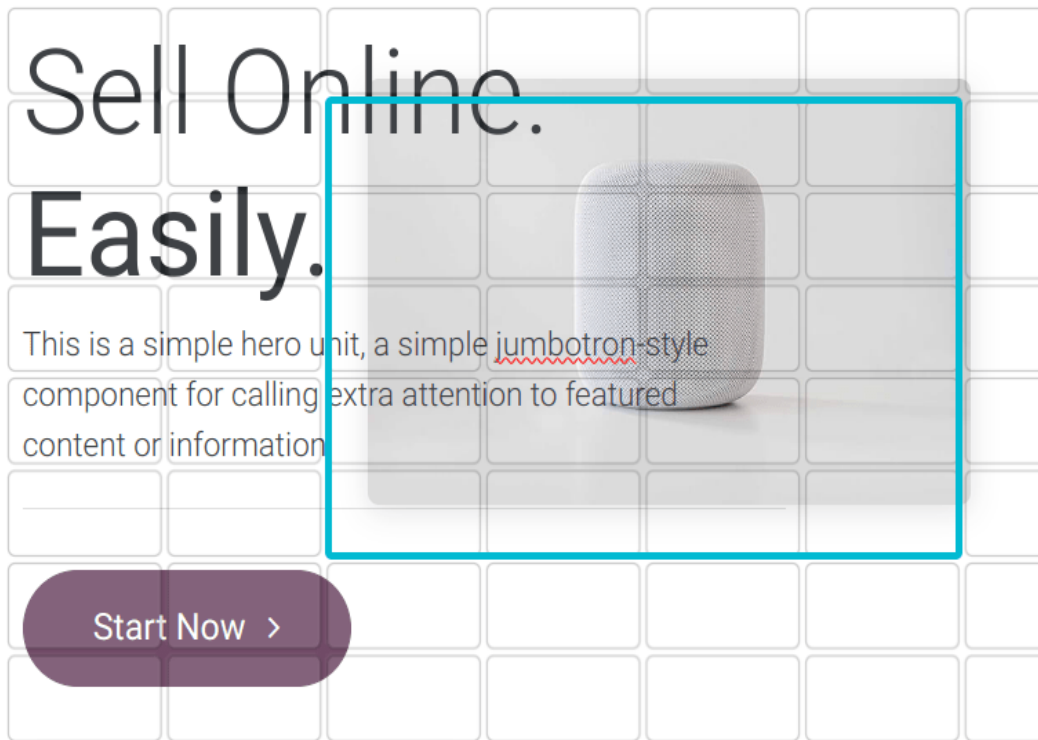
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Layout Grid and Columns



b) Property Listings & Management

- The Odoo Website Module can be integrated with JPC's existing property management system, allowing for seamless updates of property listings. Visitors can easily browse, search, and filter through properties by type, location, and availability, providing a smooth user experience.
- Automated inquiry forms allow prospective clients to quickly express interest in properties, streamlining your lead generation process.



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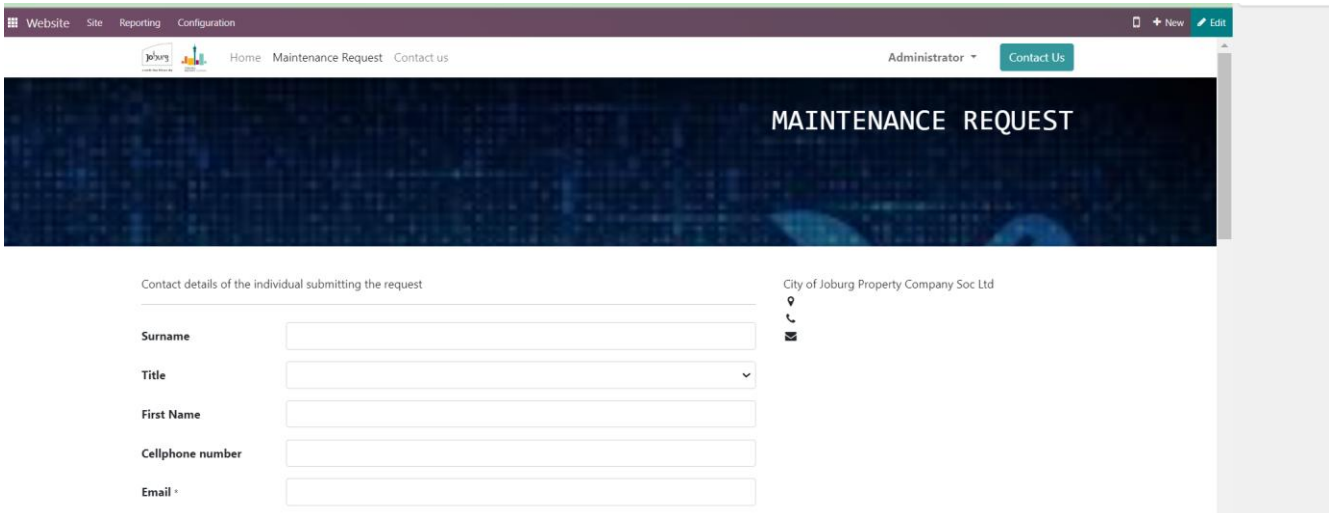
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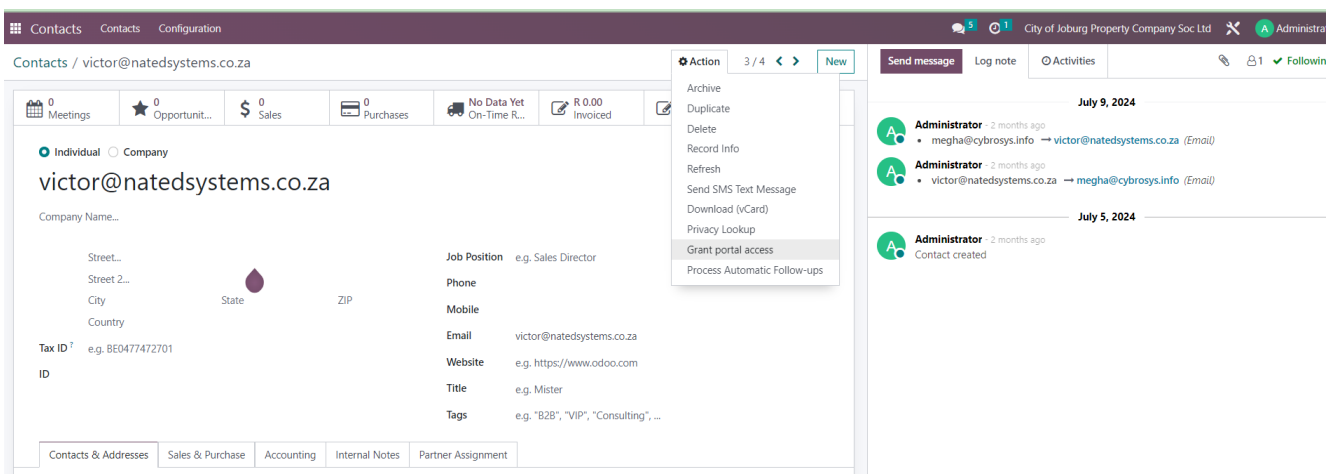
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c) Integrated Customer Portal

- The customer portal within the Odoo Website Module gives JPC’s clients access to their accounts, allowing them to view and manage their property-related documents, payments, and service requests. This self-service capability reduces the administrative burden on your team while enhancing customer satisfaction.



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[Home](#) [Maintenance Request](#) [Contact us](#)

Victor Mataz ▾

[Contact Us](#)

Documents

Quotations	0
Sales Orders	0
Invoices & Bills	0

Details [Edit](#)

Victor Mataz

✉ victor@natedsystems.co.za

Account Security

[Edit Security Settings](#)

d) SEO Optimization

- Odoo's built-in search engine optimization (SEO) tools help improve the visibility of your website on search engines, driving more organic traffic to your site. The module automatically generates sitemaps and optimizes metadata to ensure that your content ranks well in search results.



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Optimize SEO

Title

Blooms and Petals paradise

Description

Whether you're celebrating life's special moments or simply brightening someone's day, our handcrafted bouquets and floral designs are ...

Preview

Blooms and Petals paradise

<https://56337039-16-0-all.runbot111.odoo.com/>

Whether you're celebrating life's special moments or simply brightening someone's day, our handcrafted bouquets and floral designs are ...

Keywords

Keyword

English (US)

ADD

Keyword H1 H2 T D C Related keywords

flowers



near me

for algermon

of the killer moon

delivery

types

drawing

miley cyrus

in the attic movie

lyrics

petals



and keepsakes

on the wind cast

in the wind

florist

from the past

and peacocks

and pages

and stems

flowers

florist



near me

jobs near me

jobs

shops near me

shop

kalanchoe

meaning

floristeria near me

salary

Select an image for social share



Social Preview



Blooms and Petals paradise

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Whether you're celebrating life's special moments or simply brightening someone's day, our handcrafted bouquets and floral designs are ...

SAVE

CANCEL



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Meta tags

Meta tags are HTML elements that provide information about a webpage to search engines and website visitors. They play a crucial role in SEO by helping search engines understand the content and context of a webpage and attract visitors with appealing content. There are two types of meta tags in Odoo:

- **Title** tags specify a webpage's title and are displayed as a clickable link in search engine results. They should be concise, descriptive, and relevant to the page's content. You can update the title tag of your webpage or keep it empty to use the default value based on the page's content.
- **Description** tags summarize the webpage's content, often displayed in search engine results below the title. They are used to encourage the user to visit the page. You can update the description tag of your webpage or keep it empty to use the default value based on the page's content.

e) E-Commerce Integration

- Should JPC decide to offer any products or services online, the Odoo Website Module includes powerful e-commerce capabilities. From setting up a store to managing inventory and processing payments, Odoo simplifies online transactions while providing a fully integrated experience with your existing systems.

Helpdesk

Customers may need support after purchasing a product or subscribing to a service. It is possible to create a **contact form**, which, when fulfilled, automatically creates a new ticket for your **support team at department level**.



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Submit a Ticket

Your Name *

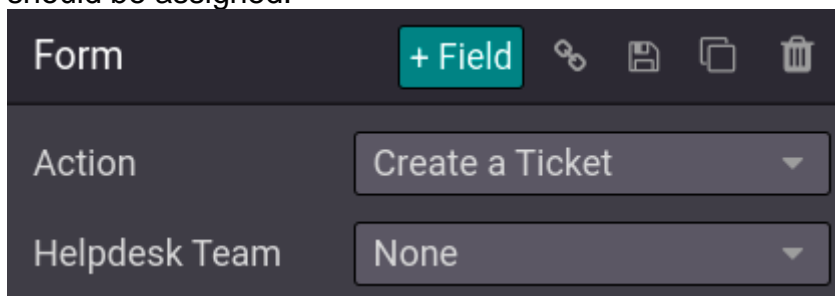
Your Email *

Subject *

Description

Attachment

To add a contact form, **create** a new page (+ **New** > **Page**) if necessary, and drag and drop a **Form** block from the **Dynamic Content** section onto the page. Once placed, click on the form (while in **Edit** mode), and in the **Action** field, select **Create a Ticket**. You can then select to which **Helpdesk team** the ticket should be assigned.



f) Recruitment

- streamlining job postings, automating candidate communication, and nurturing talent pipelines. It enables efficient applicant management through automated email sequences, personalized engagement, and behavior tracking. Additionally,



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it optimizes job listings through A/B testing, strengthens employer branding, and provides detailed analytics to improve recruitment strategies and processes.
Action

- By default, submitting the form **sends you an email** containing what the visitor entered. Depending on the apps installed on your database, new actions that can automatically create records become available:

- **Apply for a Job** (Recruitment)
- **Create a customer** (eCommerce)
- **Create a Ticket** (Helpdesk)
- **Create an Opportunity** (CRM)
- **Subscribe to Newsletter** (Email Marketing)
- **Create a Task** (Project)

The screenshot shows a recruitment website interface. At the top, there is a navigation menu with options like 'Recruitment', 'Applications', 'Reporting', and 'Configuration'. Below this is a search bar and a 'Contact Us' button. The main content area features a job listing for a 'Property Manager' position. The job description includes a paragraph about the role and a table of requirements categorized into 'Responsibilities', 'Must Have', and 'Nice to have'.

Responsibilities	Must Have	Nice to have
Lead the entire sales cycle	Bachelor Degree or Higher	Experience in writing online content
Achieve monthly sales objectives	Passion for software products	Additional languages
Qualify the customer needs	Perfect written English	Google Adwords experience
Neaotiate and contract	Hiahiv creative and autonomous	Strona analytical skills

g) Tender Management

- We propose implementing the Odoo Website Module along with the Tender and Procurement Management Modules to enhance Johannesburg Property Company's (JPC) tendering and procurement processes. The Odoo Website



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Module will enable JPC to publish public tender announcements, manage supplier registrations, and facilitate online tender submissions through a secure portal. It also offers integrated communication tools for supplier inquiries, document management, and tender result publication, ensuring transparency and efficiency. This module, combined with the tender management capabilities, will streamline the entire procurement process, reduce manual intervention, and improve supplier engagement.

By leveraging Odoo's integrated solution, JPC can centralize procurement activities, track tenders in real-time, and ensure compliance with public sector procurement standards. The system will support supplier evaluation, contract management, enhancing JPC's procurement operations. Overall, the solution promises improved efficiency, transparency, and scalability, making it easier for JPC to manage increasing procurement demands while fostering stronger supplier relationships.

Home Vendor Registration Request Tenders Appointment Services News +

+27 64 455 8431 Administrator Contact Us

Tenders List

Tender id: Title: --Status--

--Open Date From--: --Open Date To--: --Closing Date From--:

--Bid Types--:

q

Tender ID	Tender Name	Category	Bid Type	Opening Date	Closing Date	Status	Action
Procurement of Integrated Digital Tender and Procurement Management System for JPC - TND0001	Procurement of Integrated Digital Tender and Procurement Management System for JPC	Software Procurement and Implementation Services	rfp	2024-09-05 10:53:52	2024-09-26 10:00:00	open	Open



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Braam Park
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Braamfontein
2017

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www.jhbproperty.co.za

Website Site Reporting Configuration



Home Vendor Registration Request Tenders Appointment Services News +



+27 64 455 8431

Administrator

Contact Us

TENDER INFORMATION

Auction will end in
20d. 21h. 2m. 36s.
Till 2024-09-26 10:00:00

Procurement of Integrated Digital Tender and Procurement Management System for JPC – TND0001

Details

Tender Name: Procurement of Integrated Digital Tender and Procurement Management System for JPC

Category: Software Procurement and Implementation Services

Type: RFP

Current Status: open

Opening Date: 2024-09-05 10:53:52

Closing Date: 2024-09-26 10:00:00

BRIEFING SESSION:

Is there a briefing session?: No

Is it compulsory?: No

Briefing Date and Time: N/A

Briefing Venue: N/A

Documents

Tender Documents

Print All Documents

Preview

h) Marketing Automation

- With Odoo's marketing automation tools, JPC can manage email marketing campaigns, track website visitors, and generate actionable insights. This ensures targeted communication with your clients, driving engagement and conversions through personalized content.

i) Social Media Sharing

Direct Integration: The website module can include social media sharing buttons (e.g., Facebook, Twitter, LinkedIn) on property listings, blog posts, and other content. This enables visitors to easily share content on their social networks, increasing visibility and engagement.

Content Syndication: Automatically share new website content or updates (like new properties or blog articles) across social media platforms directly from Odoo. This helps maintain an active presence and drive traffic to your site.

Social Media Feeds



Non-Executive Directors: Simon Motha (Chairperson)
Bettycourt Teffo | Fulufhelo Ratshikhopha | Sandy Collophen | Mxolisi Zondo |
Ntombikayise Tini | Sivuyisiwe Gwebani | Thapelo Mashamaite |
Tshepang Thatelo | Yolisa Ngxabazi | Moeketsi Rabodila |

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Imraan Bhamjee (Acting Chief Financial Officer)

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Visitor ID	Last Action	Visits	Last Page	Visited Pages	Leads / Opportunities
Website Visitor #4376	8 minutes ago	1	Home Last Page	1	0
Website Visitor #4375	12 minutes ago	1	Home Last Page	1	0
Website Visitor #4367	17 minutes ago	1	Home Last Page	1	0
Website Visitor #4365	28 minutes ago	1	Home Last Page	1	0
Website Visitor #4316	2 hours ago	1	Home Last Page	1	0
Website Visitor #4302	3 hours ago	1	Home Last Page	1	0
Website Visitor #4298	3 hours ago	1	Home Last Page	1	0
Website Visitor #4296	3 hours ago	1	Home Last Page	1	0
Website Visitor #4295	2 hours ago	1	Home Last Page	1	0
Website Visitor #4293	3 hours ago	1	Home Last Page	1	0

Embedded Feeds: Integrate social media feeds into your website to display recent posts, tweets, or updates. This keeps your website content dynamic and up-to-date with your latest social media activity.

Facebook: Manage your Facebook pages and schedule posts. [LINK ACCOUNT](#)

Instagram: Manage your Instagram Business account and schedule posts. [LINK ACCOUNT](#)

LinkedIn: Manage your LinkedIn account and schedule posts. [LINK ACCOUNT](#)

Twitter: Manage your Twitter accounts and schedule tweets. [LINK ACCOUNT](#)

YouTube: Manage your YouTube videos and schedule video uploads. [LINK ACCOUNT](#)

Push Notifications: Send live notifications to your web visitors. [LINK ACCOUNT](#)

j) Marketing Automation

Campaign Management: Use the social media module to create and manage marketing campaigns that are linked to content on your website. For example, you can run targeted ads on social media to promote new property listings or special offers.



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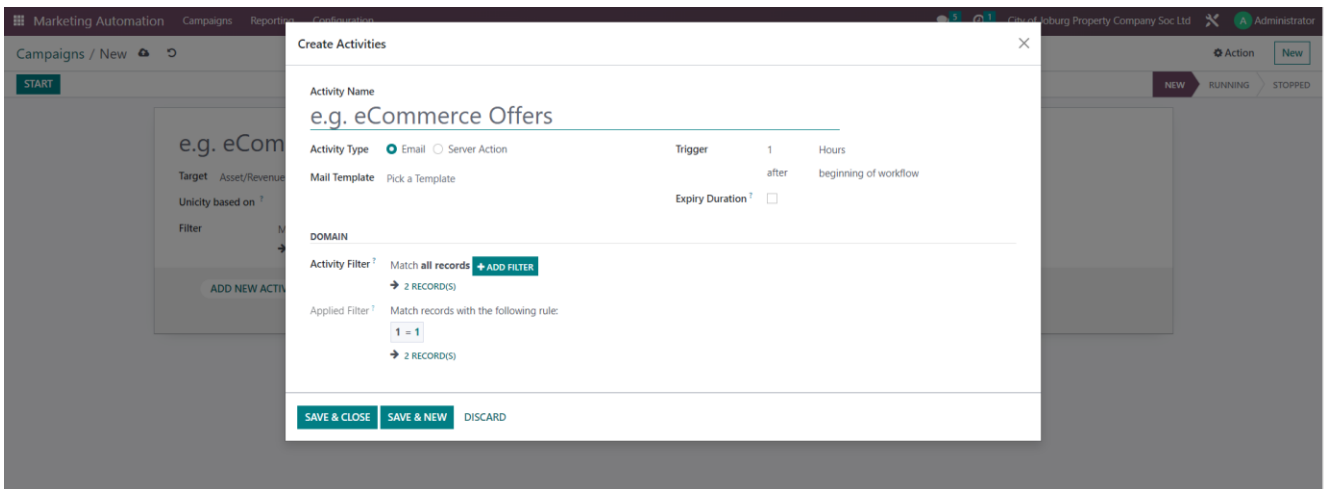
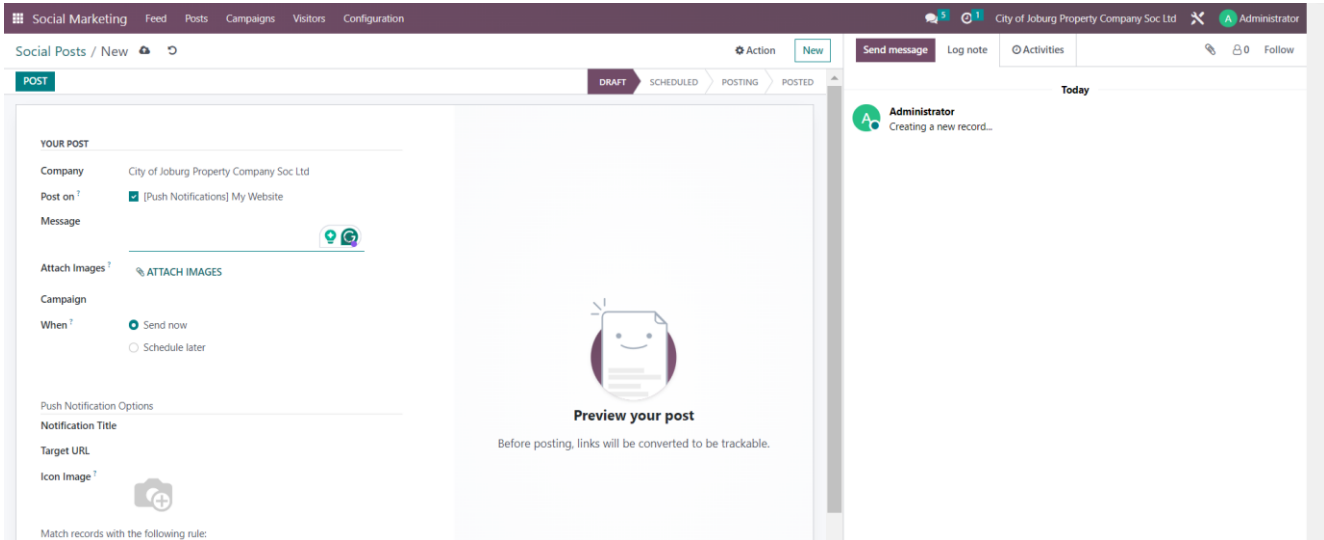
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k) Analytics and Reporting

- The Odoo Website Module comes equipped with comprehensive analytics and reporting tools. From visitor tracking to form submissions, you will gain valuable insights into how your website is performing and where improvements can be made. The data will help you refine your marketing strategies and improve user engagement.



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Link Tracker

URL

<https://59885290-17-0-all.runbot144.odoo.com/>

Campaign **i**

e.g. June Sale, Paris Roadshow, ...

Medium **i**

e.g. InMails, Ads, Social, ...

Source **i**

e.g. LinkedIn, Facebook, Leads, ...

Get tracked link



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▼ Visibility 🔗 🔗 Conditio... ▼

└ Languages Visible for ▼

└ UTM Campaign Visible for ▼

└ UTM Medium Visible for ▼

└ UTM Source Visible for ▼

└ Users Visible for Everyone ▼

(Note: Each 'Visible for' dropdown is followed by a 'Choose a record...' dropdown)

Your tracked links

Newest | Most Clicked | Recently Used

0 clicks	https://59882279-17-0-all.runbot108.odoo.co... https://59882279-17-0-all.runbot108.odoo.com/r/M9U Batibow	Copy	Stats
3 clicks	http://sms.example.com https://59882279-17-0-all.runbot108.odoo.com/r/NG3 XMas Promo	Copy	Stats

l) Multi-language and Multi-currency Support

- Odoo offers support for multiple languages and currencies, ensuring that your website can cater to a diverse audience, including international clients. This feature is essential as JPC continues to expand its reach beyond local markets.



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Value Proposition for JPC

By onboarding onto the Odoo Website Module, JPC will benefit from the following:

i. Enhanced Operational Efficiency

- The integration of Odoo's Website Module with your existing property management systems will automate processes, reduce manual tasks, and improve overall efficiency. The time saved can be redirected to more value-added activities within the organization.

| Intuitive system

Intuitive system

Design features

What you see is what you get

Insert text styles like headers, bold, italic, lists, and fonts with a simple WYSIWYG editor. Flexible and easy to use.

Customization tool

Click and change content directly from the front-end: no complex back end to deal with.

Building blocks system

Create your page from scratch by dragging and dropping pre-made, fully customizable building blocks.

Design features

Bootstrap-based templates

Easily design your own Odoo templates thanks to clean HTML structure and bootstrap CSS.

Professional themes

Change theme in a few clicks, and browse through Odoo's catalog of ready-to-use themes available in our app store.



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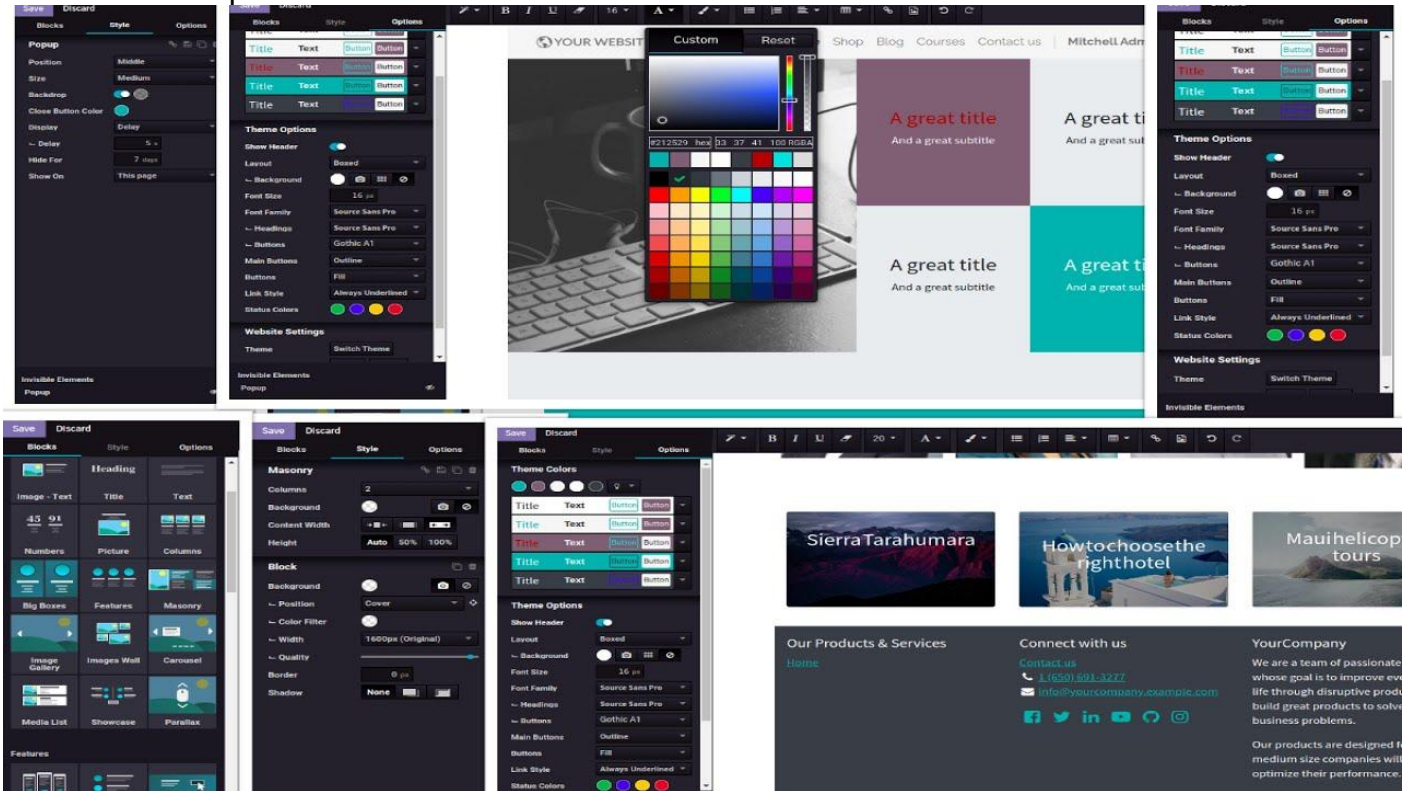
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ii. Improved Customer Experience

- o Offering a seamless online experience is crucial in today’s digital world. With Odoo, your clients will enjoy a user-friendly platform that provides them with easy access to the information and services they need, enhancing their overall experience with JPC.



iii. Scalability

- o Odoo’s modular architecture allows JPC to scale its digital offerings. Whether you need to add new features, expand to new markets, or support additional users, the platform can adapt to meet your evolving needs.

iv. Cost-Effective Solution

- o Odoo offers a cost-effective solution that consolidates various functionalities into one platform, reducing the need for multiple software subscriptions and eliminating the complexities of integrating disparate systems. The result is a lower total cost of ownership and a more streamlined IT landscape.



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v. **Comprehensive Support and Updates**

- Odoo's platform is continuously updated with new features and security improvements. JPC will benefit from ongoing enhancements and dedicated support, ensuring that your website remains at the cutting edge of technology.

vi. **Website Metrics:** Odoo tracks various metrics including visitor sessions, page views, bounce rates, and conversion rates. It provides insights into organic versus paid traffic, user behavior, and content effectiveness, ensuring that JPC can monitor and optimize website performance

vii. **Seamless Integration Benefits**

I. **Unified Data Management**

- **CRM Integration:** Synchronize property inquiries and customer data directly with the CRM module, enabling efficient lead management and follow-ups. This integration ensures that all property-related inquiries are tracked and managed effectively.
- **ERP Integration:** Connect with Odoo's ERP modules for real-time updates on property management, financials, and asset tracking. This provides a comprehensive view of property performance and financial metrics.

II. **Enhanced User Experience**

- **Property Management:** Integration with Odoo's Property Management module allows users to view detailed property information, schedule viewings, and manage leases directly from the website.
- **E-commerce Integration:** For properties available for purchase or rental, the website module can be linked with Odoo's e-commerce functionality to facilitate online transactions and bookings.

III. **Streamlined Operations**

- **Project Management:** Integrate with the Project Management module to track and manage property development projects, including timelines, budgets, and task assignments.
- **Marketing Automation:** Connect with the Marketing Automation module to run targeted campaigns, track performance, and generate leads based on website interactions and user behavior.



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2. Recommendation

It is recommended that:

The SCM Unit is to request quotations from suitable service providers for the provision of Website Hosting, Maintenance, and Support for a period of 12 months.

Author

Anthony Marques
Senior Manager: IT Unit

Date: _____

Approver

Imraan Bhamjee
Acting: CFO

Date: _____



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