



**MINISTRY OF DIGITAL ECONOMY & ENTREPRENEURSHIP  
YOUTH, TECHNOLOGY, AND JOBS PROJECT**

**REQUEST FOR EXPRESSIONS OF INTEREST**

**The Hashemite Kingdom of Jordan  
Youth, Technology, and Jobs Project  
Project ID: P170669**

**Assignment Title: Consultancy service for providing "Comprehensive Search Engine Optimization (SEO) strategies"**

**Reference No.: JO-MODEE-496444-CS-QCBS**

The Ministry of Digital Economy and Entrepreneurship (MoDEE) has received financing from the International Bank for Reconstruction and Development (The World Bank) toward the cost of the Youth, Technology, and Jobs Project, and intends to apply part of the proceeds for consulting services.

The consulting services ("the Services") is to **for providing "Comprehensive Search Engine Optimization (SEO) strategies"**

The detailed Terms of Reference (TOR) for the assignment can be found at the following website:  
<https://www.modee.gov.jo/en/modules/advancedtenders>

The Ministry of Digital Economy and Entrepreneurship (MoDEE) now invites eligible **consulting firms** ("Consultants") to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services, as per the shortlisting criteria below:

<b>Criterion</b>	<b>Relevant Documentation to be provided in EOI</b>
Experience in B2B and Technology SEO	Case studies of a minimum of 3 successful SEO campaigns, especially in the context of international markets in the past 2 years.
Lead Generation Experience	Showcasing successful lead generation on an international level, on search engines, measured by 3 separate clients over the past 2 years
Analytics and Reporting	Two Samples of previous reports or dashboards showcasing the consultant's ability to analyze data and communicate results effectively.

The EOI package should not exceed **20** pages in total and should consist of:

1. Package should consist of documentation that demonstrates the company's qualifications above

**Note: Key staff will not be individually evaluated at the shortlisting stage.**

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" July 2016 ("Procurement Regulations"), revised November 2017 and August 2018 setting forth the World Bank's policy on conflict of interest. Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

The following is not normally be included in the same Shortlist with private sector firms:

- UN Agencies; or
- State-owned enterprises (SOEs) or institutions and not-for-profit organizations (such as NGOs, and universities), unless they operate as commercial entities that meet the requirements of Paragraph below:

State-owned enterprises (SOEs) or institutions of the Borrower's country **may be eligible** to compete and be awarded contracts in the Borrower's country only if they can establish, in a manner acceptable to the Bank, that they:

- are legally and financially autonomous;
- Operate under commercial law; and
- Are not under supervision by the agency contracting them.

A Consultant will be selected in accordance with the **QCBS** Selection method set out in the Procurement Regulations.

For questions and further information, please submit by email to [YTJ\\_tenders@modee.gov.jo](mailto:YTJ_tenders@modee.gov.jo) , by **15, January, 2026**. Answers will be published at the following website: <https://www.modee.gov.jo/en/modules/advancedtenders>

Expressions of interest must be submitted in a signed and searchable PDF format by email to [YTJ\\_tenders@modee.gov.jo](mailto:YTJ_tenders@modee.gov.jo) by **13:00** hours on **3<sup>rd</sup>, February 2026**

**Disclaimer: Prior to the execution of the contract, the awarded consultant is required to settle the stamp fees, calculated at 0.006 of the contract value. Additionally, the consultant must reimburse the Ministry for the full cost of the Request for Expression of Interest newspaper announcement.**

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