



Terms of Reference

General Information

Project	:	Skills4Work- “Improving Resilience of refugee and Host Population in Jordan through Development of Livelihood Skills and Opportunities”
Activity Title	:	Website Optimization and SEO Enhancement
ToR Number (Please refer to it when applying)	:	S4W-MSME-TOR-016-C
Location	:	Amman – Jordan
Date of Announcemen	:	January 12, 2026

Leaders International

Leaders International is a forward-thinking economic development organisation that brings together governments, community groups and private sector partners to work on various projects across the Middle East and Africa.

With offices In Belgium, Jordan, Palestine and Tunisia, we create partnerships that bridge the gap between east and west in order to create new opportunities and resources, and accelerate the growth of underdeveloped and developing economies. Our focus areas include MSME Development, Entrepreneurship & Innovation, Digital Transformation, Livelihoods & Employability, Green Growth, and Alternative & Sustainable Tourism.

Project Background

Skills4Work II is a transformative 3-year project dedicated to localizing demand-driven skills development for the empowerment of both refugees and Jordanian host communities. With a primary focus on enhancing employability, the project aims to bolster the capacities of Small and Medium-sized Enterprises (SMEs) to create sustainable job opportunities. Through targeted skills development, support for SMEs, and gender-inclusive strategies, Skills4Work II seeks to address the pressing issue of unemployment in Jordan, particularly within the private sector. By actively engaging with vocational training centers, sector skills councils, and community-based organizations, the project adopts a human rights-based approach and integrates environmental considerations to ensure long-term impact and the creation of sustainable livelihoods for beneficiaries. Skills4Work II envisions a future where local solutions lead to increased economic resilience and empowerment for refugees and host communities in Jordan.

This project is implemented by Leaders International for Economic Development (LI) and funded by the Regional Development and Protection Programme for Jordan and Lebanon (RDPP III) under the Embassy of Denmark in Beirut.

Objective

Leaders International for Economic Development seeks to procure Website Optimization and SEO Enhancement services for a supported enterprise under the project, aimed at improving website performance, visibility, and user experience through a comprehensive SEO audit and targeted on-page optimization.

Scope of Work

The selected service provider shall be responsible for the design, planning, and implementation of website optimization and SEO enhancement services for the supported enterprise.

- Review and enhance website functionality, navigation, and overall user experience.
- Improve loading speed, responsiveness, and mobile optimization.
- Conduct a full audit to identify technical, content, and structural gaps affecting search engine visibility.
- Optimize metadata, heading structures, and internal linking.
- Refine website content to align with target keywords and improve search rankings.
- Provide actionable guidance for maintaining and further improving website performance and SEO over time.

Expected outcomes:

- Enhanced overall website performance, visibility, and user experience.
- Improved website structure, navigation, mobile responsiveness, and page speed.
- Identified technical and content-related gaps affecting search engine performance.
- Optimized metadata, heading structure, internal linking, and content.
- Enhanced site indexing, URL structure, image optimization, and other technical factors.
- Ensured the website is fully optimized for search engines while maintaining a seamless and engaging user experience.

Deliverables

- A summary of the conducted research aligned with the enterprise services and target audience.
- A confirmation letter from the supported enterprise that the activity has been received in accordance with their requirements.
- Closing report summarizing the work that has been done.
 - The report should highlight a clear view of the following desired outcome.
- Any documents, manuals, content, material, drafts, etc., developed throughout the activity.

Duration of Work

Delivery Timeline: **From February 2026 until March 2026.**

Qualifications Required

- 4-5+ years proven experience in the field.
- Proven Experience in website development, redesign, and SEO optimization..
- Experience delivering similar projects for enterprises or organizations, preferably in the development, service, or technology sectors.
- Ability to provide technical support as needed.

Taxes and Other Terms

- The offer must **include VAT**.
- For individual consultants, applicable tax laws apply.
- A **valid company registration certificate** must be attached to the offer.
- Only invoices issued by the electronic invoicing system (**QR code invoices**) will be accepted from the awarded vendors.
- The offer must **remain valid for 90 days** from the ToR closing date.
- Inquiries or clarifications may be submitted within one week from the announcement date. After this period, no inquiries will be accepted.
- Mention the ToR reference number **S4W-MSME-TOR-016-C** in the email subject when submitting your offer or inquiries.
- Address the offer to: **Leaders International for Economic Development / Skills4Work**.
- Submit your technical and financial offer, along with your company profile or CV (for individual consultants), to jordanfstp@leadersinternational.org, by **January 26, 2026**, using **JOD** currency.