



# PROPOSAL

# WEBSITE CONTENT DEVELOPMENT

*Proposed by:*

**COMMS FOR A CAUSE**

*Proposed for:*

**IPPF**

# Executive Summary and Approach

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## Executive Summary

This consultancy proposes a comprehensive approach to strengthening the website content for FPAN, ensuring it communicates clearly, consistently, and in alignment with institutional priorities. Over a five-month engagement, we will systematically assess, refine, and develop content across the website, with a focus on rights-based, gender-sensitive, youth-friendly, and stigma-free communication.



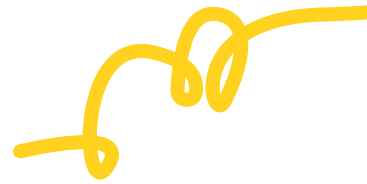
## Approach

We take a structured, rights-based approach to website content development. Our focus is on ensuring content is clear, consistent, and aligned with institutional priorities, while being gender-sensitive, youth-friendly, and free from stigma. The process emphasizes understanding existing content, strengthening messaging, filling gaps, and creating a cohesive digital experience that communicates impact, advocacy priorities, and services effectively.

**We take a structured, rights-based approach to website content, ensuring clarity, consistency, and alignment with institutional priorities.**

# Methodology Overview

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## Phase 1

**Content Inventory and Mapping**

## Phase 2

**Content Quality and Gap Analysis**

## Phase 3

**Rights-Based Content Analysis and Thematic Messaging Strengthening**

## Phase 4

**Content Strategy, Development, and Editing**

## Phase 5

**SEO and Accessibility Optimization**

## Phase 6

**Content Finalisation and Governance**

# Implementation Plan



## Phase 1

### Content Inventory and Mapping

Before content can be strengthened, it needs to be understood clearly, systematically, and in context.

This phase focuses on **building a grounded understanding of the current website content**: what exists, how it is structured, and what it is doing or not doing.

A comprehensive review will be conducted across all existing website content, including core institutional pages such as About, What We Do, and Projects, as well as supporting materials including publications, project documentation, and resource pages.

The aim is not only to take stock, but to map how content is distributed across the site and how it functions. This includes identifying:

- The type of content (informational, advocacy, service-oriented)
- Its thematic focus
- The purpose each page serves
- The audiences it is trying to reach

Through this process, we begin to surface patterns, what is visible, what is repeated, and what is missing. This creates the foundation for identifying strengths, gaps, inconsistencies, and opportunities to more intentionally align the website with its purpose and priorities.

## Output

**Content inventory and assessment, Site map overview**

## Phase 2

### Content Quality and Gap Analysis

Once the content landscape is mapped, the next step is to examine how well it is working.

This phase takes a closer, page-by-page look at the existing content to understand where it holds clarity and where it falls short. The focus is on identifying not just what is present, but what is fragmented, unclear, or misaligned.

The assessment will focus on:

- **Structural gaps**, particularly across priority thematic areas including SRHR services, safe abortion, gender-based violence, and youth engagement
- **Language, messaging, and tone**, including where content is unclear, inconsistent, or diluted
- **Structure and accessibility**, ensuring content is readable, navigable, and usable across audiences
- **Inconsistencies and duplication**, where messages are repeated, disconnected, or competing across pages

This phase is not only diagnostic, it is directional. It identifies where content needs to be strengthened, simplified, or reworked, creating a clear pathway for focused content editing and development in the next stages.

## Output

**Page-by-page assessment to identify structural gaps, inconsistencies and duplications.**

## Phase 3

### Rights-Based Content Analysis and Thematic Messaging Strengthening

Content shapes how people understand their rights, values, and place within the work. This phase strengthens both how content speaks and what it consistently stands for across the website. All content will be reviewed to ensure it is:

- **Rights-based**, affirming autonomy, dignity, and access to SRHR services
- Gender-sensitive and youth-friendly
- Free from stigma, bias, and exclusionary framing

Special attention will be given to sensitive and politicized topics such as safe abortion and gender-based violence, ensuring clarity, accuracy, and impact. Priority themes across the site; SRHR services, safe abortion, gender-based violence, and youth engagement will be assessed for:

- Strength and clarity of messaging
- Consistency across pages and sections
- Integration of advocacy, evidence, and storytelling

All content will also be **aligned with IPPF and FPAN communication principles** to ensure consistent tone, terminology, and institutional voice. Where content is fragmented or inconsistent, clear opportunities will be identified to strengthen narrative coherence, sharpen messaging, and ensure the website communicates with clarity, intention, and consistency.

## Output

**Rights-based, clear, and aligned messaging with IPPF & FPAN principles.**

## Phase 4

### Content Strategy, Development, and Editing

Content strategy only matters if it translates into content the work clearly, consistently, and with purpose. This phase integrates strategy, development, and editing into one process, moving from defining what the website needs to say to shaping how it says it, page by page.

Building on the audit, a structured content framework will be developed, including:

- Content pillars aligned with SRHR priorities
- Page-by-page content plans
- Defined audience journeys (youth, partners, donors, policymakers)
- Tone of voice and editorial direction

**This framework will guide all content development and editing, ensuring consistency and coherence across the site.** Existing content will be systematically reviewed, edited, and rewritten to:

- Improve clarity, readability, and accessibility
- Strengthen consistency in tone and messaging
- Align with rights-based, gender-sensitive, and stigma-free principles

Outdated, duplicated, or fragmented content will be consolidated or removed to create a focused, navigable user experience. In parallel, new content will address gaps and strengthen priority thematic areas, producing page-by-page web copy that:

- Communicates services, impact, and advocacy priorities
- Integrates evidence, storytelling, and calls to action
- Reflects diverse voices and regional realities

## Output

**Content strategy, edited existing content, and new page-by-page website copy.**

## Phase 5

### SEO and Accessibility Optimization

Content needs to be not only clear and compelling, but also findable, usable, and accessible to all.

This phase focuses on **strengthening content through basic SEO and accessibility practices**, ensuring it reaches the right audiences and can be meaningfully engaged across different needs and contexts.

Content will be reviewed and refined to ensure:

- Clear structure and hierarchy through headings and page organisation
- Improved keyword alignment to support discoverability
- Strong readability, including sentence structure and flow
- Accessibility in language, ensuring content is inclusive and easy to understand

A comprehensive review will also be conducted to ensure all content is:

- Accurate, coherent, and consistent across pages
- Accessible in line with international web accessibility standards (e.g. WCAG)
- Structured to support different user journeys, navigation patterns, and access needs

This phase ensures that content development and editing translate into content that is not only high quality, but also accessible, compliant, and effective in a digital environment.

## Output

**SEO and accessibility recommendations integrated into final content**

## Phase 6

### Content Finalisation and Governance

As content comes together, the focus shifts to ensuring it works as a whole; clear, consistent, and ready for use.

All content will undergo a final review and editing process to ensure:

- Consistency across all pages and sections
- Clarity in messaging and tone
- Alignment with IPPF and FPAN communication principles

**Content will also be refined for readability, structure, and SEO, ensuring it is accessible and easy to navigate for different audiences.**

Alongside finalisation, a simple content governance framework will be developed to support ongoing use and updates. This will include:

- Editorial guidance and tone of voice
- Basic content standards
- Practical guidance for maintaining consistency over time

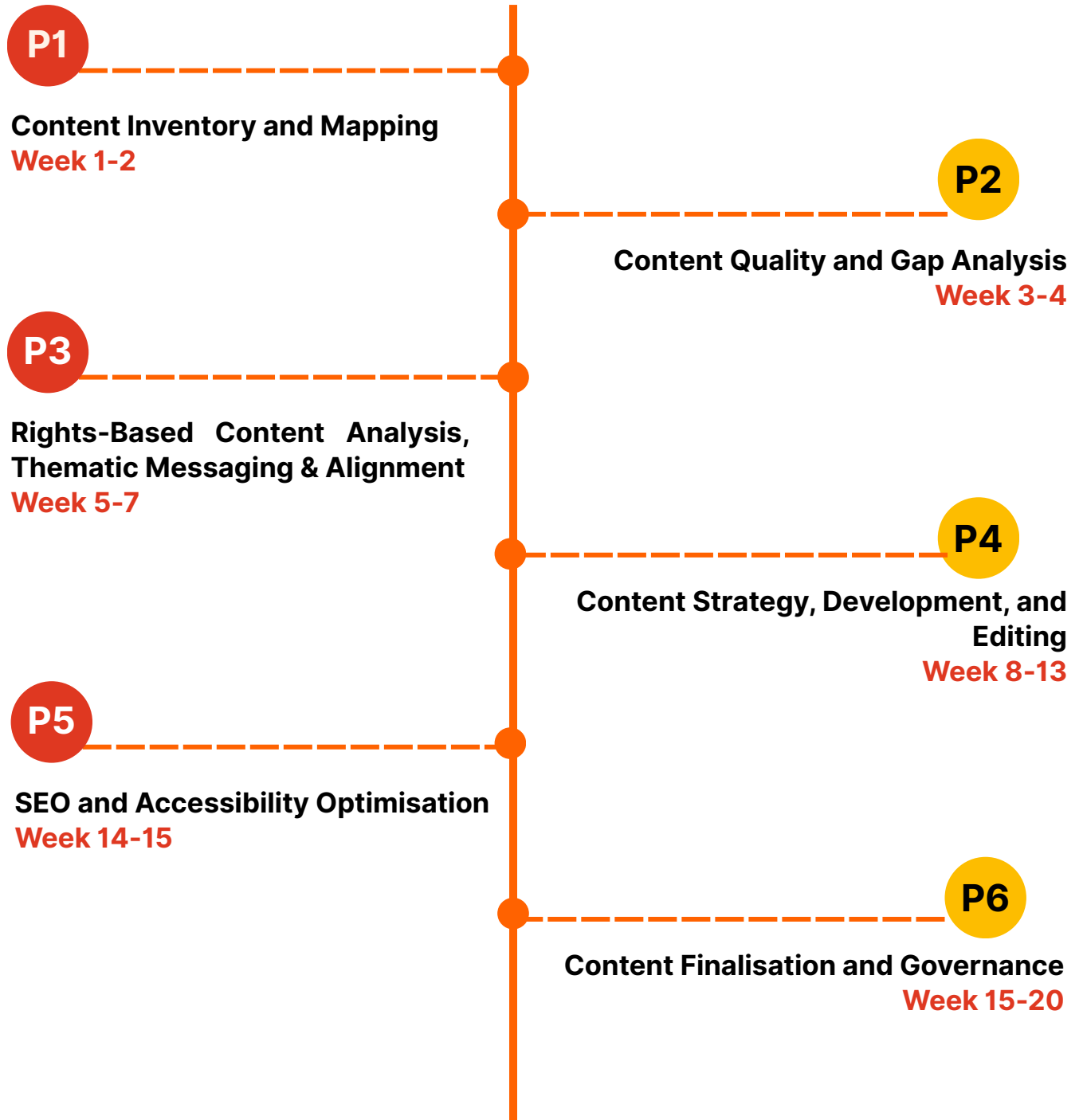
This ensures that the website is not only strong at launch, but remains clear, relevant, and consistent as it evolves.

## Output

**Final web-ready content and content governance guidelines**

# Timeline

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## Financial Proposal — IPPF / FPAN Website Content Development

Duration: April – August 2026 (5 months)

contact: [suman@commsforacause.org](mailto:suman@commsforacause.org)

## PROPOSED BUDGET

	Deliverable / Activity	Team	Days	Day Rate (USD)	Total (USD)	Notes
<b>PHASE 1 · Content Audit &amp; Information Architecture</b>						
	Comprehensive audit of existing FPAN website content	Suman + Hafsa	2	\$200	<b>\$400</b>	Gaps, duplication, outdated info
	Revised sitemap & user-friendly content structure	Suman + Hafsa	1	\$200	<b>\$200</b>	Presented to FPAN for approval
	Content audit report with findings & recommendations	Hafsa	1	\$200	<b>\$200</b>	Deliverable 1
<b>PHASE 2 · Content Development &amp; Editing</b>						
	Rewrite & edit existing pages — clarity, accessibility, tone	Suman + Hafsa	4	\$200	<b>\$800</b>	Rights-based, stigma-free language
	New page-by-page web copy (SRHR, safe abortion, GBV, youth)	Hafsa + Suman	5	\$200	<b>\$1000</b>	Deliverable 3 — core output
	Content style guide & consistency framework	Hafsa	1	\$200	<b>\$200</b>	Aligns with IPPF comms principles
	SEO-optimised copy (meta titles, descriptions, headings)	Xai	2	\$150	<b>\$300</b>	Basic on-page SEO per ToR
<b>PHASE 3 · Accessibility &amp; Technical QA</b>						
	WCAG 2.1 AA compliance audit across all content	Kabir + Xai	2	\$150	<b>\$300</b>	Deliverable 4
	Alt text, heading hierarchy & readability checks	Kabir	1	\$150	<b>\$150</b>	Screen reader & cognitive access
	CMS-ready content formatting & upload prep	Xai	1	\$150	<b>\$150</b>	Deliverable 4 — handover package
<b>PHASE 4 · Coordination &amp; Project Management</b>						
	Stakeholder coordination — FPAN & IPPF SARO focal points	Suman	2,5	\$200	<b>\$500</b>	Ongoing across 5 months
	Feedback incorporation (up to 2 rounds per deliverable)	Suman + Hafsa	2	\$200	<b>\$400</b>	Included in scope
	Final quality assurance & sign-off	Suman + Hafsa	1	\$200	<b>\$200</b>	Before handover
<b>SUBTOTAL — Consultant Fees</b>					<b>\$4800</b>	
<b>ADDITIONAL COSTS</b>						
	Tools & platform costs (SEO tools, Figma etc.)				\$100	<i>One-time project cost</i>
	Contingency (5.4%)				\$250	<i>Buffer for revision overruns</i>
<b>TOTAL PROJECT FEE</b>					<b>\$5150</b>	
<b>PAYMENT SCHEDULE</b>						
	Milestone 1 — Contract signing			<b>30%</b>	<i>April 2026</i>	
	Milestone 2 — Content audit report & sitemap approved			<b>30%</b>	<i>May 2026</i>	
	Milestone 3 — First full draft of all web copy delivered			<b>25%</b>	<i>July 2026</i>	
	Milestone 4 — Final approved content & CMS handover			<b>15%</b>	<i>August 2026</i>	