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Tender

## **Search Engine Optimisation**

FIRST TRENITALIA WEST COAST RAIL LIMITED

F05: Contract notice – utilities

Notice identifier: 2022/S 000-001598

Procurement identifier (OCID): ocds-h6vhtk-030cd7

Published 19 January 2022, 2:10pm

### **Section I: Contracting entity**

#### **I.1) Name and addresses**

FIRST TRENITALIA WEST COAST RAIL LIMITED

8th Floor, The Point, 37 North Wharf Road

London

W2 1AF

#### **Contact**

Ruchiie Sehdev

#### **Email**

[ruchiie.sehdev@avantiwestcoast.co.uk](mailto:ruchiie.sehdev@avantiwestcoast.co.uk)

#### **Telephone**

+44 7773732843

#### **Country**

United Kingdom

**NUTS code**

UKI - London

**Internet address(es)**

Main address

[www.avantiwestcoast.co.uk](http://www.avantiwestcoast.co.uk)

**I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

<http://redirect.transaxions.com/events/Om2Af>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://redirect.transaxions.com/events/Om2Af>

**I.6) Main activity**

Railway services

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Search Engine Optimisation

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

All participating Tenderer's will need to demonstrate a broad range of expertise in the Organic Search space, with the aim to increase Avanti West Coast's SERP (Search Engine Results Paid) visibility and revenue driven through Search Engine Optimisation (SEO).

A key objective for Avanti West Coast is to increase the volume of people booking directly over other online train ticket retailers; given Organic Search currently accounts for a large portion of web and app traffic and revenue - Avanti West Coast require a full-service SEO agency to continue to improve performance in this space.

#### **II.1.5) Estimated total value**

Value excluding VAT: £713,382

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

#### **II.2.4) Description of the procurement**

All participating Tenderer's will need to demonstrate a broad range of expertise in the Organic Search space, with the aim to increase Avanti West Coast's SERP (Search Engine Results Paid) visibility and revenue driven through Search Engine Optimisation (SEO).

A key objective for Avanti West Coast is to increase the volume of people booking directly over other online train ticket retailers; given Organic Search currently accounts for a large portion of web and app traffic and revenue - Avanti West Coast require a full-service SEO agency to continue to improve performance in this space.

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6) Estimated value**

Value excluding VAT: £713,382

**II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

We are working towards appointing an Agency to provide SEO Services from 1st Oct 2022, for a 2+1 contractual

option i.e. 2 years fixed period (24 months) with an option to extend for an additional 1 year (up to 12 months) . This will take the shortlisted agency potentially up to 30th September

2025.

**II.2.10) Information about variants**

Variants will be accepted: No

**II.2.11) Information about options**

Options: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

18 February 2022

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

FIRST TRENITALIA WEST COAST RAIL LIMITED

London

Email

[ruchiie.sehdev@avantiwestcoast.co.uk](mailto:ruchiie.sehdev@avantiwestcoast.co.uk)

Country

United Kingdom