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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): ocids-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

Telephone

+44 7773732843

Country

United Kingdom

NUTS code

UKI - London

Internet address(es)

Main address

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

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

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

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

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London

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ruchiie.sehdev@avantiwestcoast.co.uk

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