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Contract

Supply of Search Engine Optimisation Services

AHDB

F03: Contract award notice

Notice identifier: 2022/S 000-001787

Procurement identifier (OCID): ocds-h6vhtk-02dd39

Published 20 January 2022, 10:45pm

Section I: Contracting authority

I.1) Name and addresses

AHDB

Stoneleigh Park

Kenilworth

CV8 2TL

Email

sarah.waters@ahdb.org.uk

Telephone

+44 2476478600

Country

United Kingdom

NUTS code

UKG13 - Warwickshire

Internet address(es)

Main address

<https://defra.bravosolution.co.uk>

Buyer's address

<https://defra.bravosolution.co.uk>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Agriculture and Horticulture

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Supply of Search Engine Optimisation Services

Reference number

2021-486

II.1.2) Main CPV code

- 72414000 - Web search engine providers

II.1.3) Type of contract

Services

II.1.4) Short description

AHDB is wanting to procure a supplier to work as a partner with the in-house Digital Content team to support across AHDB's requirements for search engine optimisation (SEO) and search engine marketing (SEM) activity. The scope of the contract will make the supplier the sole SEO and SEM partner for all AHDB sectors. A comprehensive list of projects is yet to be defined.

The successful supplier will work with different teams and websites across AHDB as required.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £200,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The successful supplier will need to provide guidance on current best practice and technical support for projects through the following:

- SEO strategy development – how to improve ranking of target keywords/phrases, improving quality and quantity of organic search traffic etc.
- Analysis of current websites, identifying both on and off-site SEO opportunities
- Keyword research to identify trends/opportunities
- Reviewing content for SEO activity
- Identifying opportunities through competitive research analysis
- Strategic planning and creation of PPC ad campaigns to meet varied objectives across AHDB functions

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-021962](#)

IV.2.9) Information about termination of call for competition in the form of a prior information notice

The contracting authority will not award any further contracts based on the above prior information notice

Section V. Award of contract

Contract No

2021-486

Title

Supply of Search Engine Optimisation Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

16 December 2021

V.2.2) Information about tenders

Number of tenders received: 12

Number of tenders received by electronic means: 12

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Liberty Marketing

1-2 Purbeck House, Lambourne Crescent

Llanishen

CF14 5GJ

Country

United Kingdom

NUTS code

- UKL22 - Cardiff and Vale of Glamorgan

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £200,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

AHDB

Stoneleigh Park

Kenilworth

CV8 2TL

Country

United Kingdom