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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](mailto: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

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## **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

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## **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

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## **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

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## **Section VI. Complementary information**

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

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

AHDB

Stoneleigh Park

Kenilworth

CV8 2TL

Country

United Kingdom