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Tender

## **Supply of Search Engine Optimisation Services (SEO)**

British Council

F02: Contract notice

Notice identifier: 2025/S 000-005712

Procurement identifier (OCID): ocds-h6vhtk-04e39d

Published 19 February 2025, 4:41am

### **Section I: Contracting authority**

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

British Council

London

##### **Email**

[MENAcurement@britishcouncil.org](mailto:MENAcurement@britishcouncil.org)

##### **Country**

United Kingdom

##### **Region code**

UK - United Kingdom

##### **Charity Commission (England and Wales)**

British Council

##### **Internet address(es)**

Main address

<https://tap.tcsapps.com/tap2/#/bc-supplier-registration>

Buyer's address

<https://tap.tcsapps.com/tap2/#/bc-supplier-registration>

### **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.tap.tcsapps.com/tap2/#/login-supplier>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

### **I.4) Type of the contracting authority**

Regional or local authority

### **I.5) Main activity**

Education

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## **Section II: Object**

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

#### **II.1.1) Title**

Supply of Search Engine Optimisation Services (SEO)

Reference number

ITT1022626

#### **II.1.2) Main CPV code**

- 72414000 - Web search engine providers

#### **II.1.3) Type of contract**

Services

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

<https://tap.tcsapps.com/tap2/#/login-supplier>

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

This contract is divided into lots: No

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

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

NUTS codes

- UK - United Kingdom

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

Supply of Search Engine Optimisation Services (SEO) to the British Council

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

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

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

2 years

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **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 III. Legal, economic, financial and technical information**

#### **III.2) Conditions related to the contract**

##### **III.2.1) Information about a particular profession**

Execution of the service is reserved to a particular profession

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

Date

6 March 2025

Local time

4:00pm

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

English

#### **IV.2.7) Conditions for opening of tenders**

Date

12 March 2025

Local time

4:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

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

British Council

London

Country

United Kingdom