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Contract

## **SEO and ASO Services**

ORDNANCE SURVEY LIMITED

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-006500

Procurement identifier (OCID): ocds-h6vhtk-0557c4 ([view related notices](#))

Published 26 January 2026, 10:47am

### **Scope**

### **Reference**

BS.0513

### **Description**

Ordnance Survey (OS) is Great Britain's National Mapping Service, providing the trusted location data that underpins everyday life. From transport and utilities to housing and logistics, our data supports critical infrastructure, public services, and economic growth. OS also supports the nation getting outside with the award-winning OS Maps app and other OS products, including guidebooks and physical products.

OS maintains the National Map, a vast database of over 600 million geospatial features, updated 20,000 times a day. Our expertise in location intelligence helps businesses, government, and communities make smarter decisions — whether planning sustainable cities, managing climate risks, or improving connectivity — because everything happens somewhere.

As part of the Department for Science, Innovation and Technology (DSIT), we are driving

the future of geospatial insights, ensuring Britain remains a leader in location data, and enabling a better-connected, more efficient, and resilient nation.

This contract has been awarded to Oban Multilingual Strategy Limited to support Ordnance Survey. Oban Multilingual Strategy Limited will deliver an SEO and ASO audit, a Multi-domain SEO and ASO strategy and then provide ongoing SEO services. The contract is for an initial two years (with an optional 12-month extension).

This contract value is up to £450,000. This amount is not guaranteed and will flex depending on the amount.

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## **Contract 1. Search Engine Optimisation (SEO) and App Store Optimisation (ASO) Services**

### **Supplier**

- [Oban Multilingual Strategy Limited](#)

### **Contract value**

- £450,000 excluding VAT
- £540,000 including VAT

Above the relevant threshold

### **Date signed**

13 January 2026

## **Contract dates**

- 13 January 2026 to 12 January 2028
- Possible extension to 12 January 2029
- 3 years

Description of possible extension:

The option for an additional 12-month extension, subject to performance.

## **Main procurement category**

Services

## **CPV classifications**

- 79342000 - Marketing services

## **Contract locations**

- UK - United Kingdom

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## **Submission**

### **Submission type**

Requests to participate

## **Other information**

### **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Competitive flexible procedure

### **Special regime**

Concession

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## **Supplier**

### **Oban Multilingual Strategy Limited**

- Companies House: 04696821

York and Elder Works

Brighton

BN14AW

United Kingdom

Email: [suzieoakford@obaninternational.com](mailto:suzieoakford@obaninternational.com)

Region: UKJ21 - Brighton and Hove

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Search Engine Optimisation (SEO) and App Store Optimisation (ASO) Services

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## **Contracting authority**

### **ORDNANCE SURVEY LIMITED**

- Companies House: 09121572

Explorer House Adanac Drive

Southampton

SO16 0AS

United Kingdom

Contact name: Caroline Eadie

Telephone: +442380055091

Email: [caroline.eadie@os.uk](mailto:caroline.eadie@os.uk)

Website: <http://www.os.uk>

Region: UKJ36 - Central Hampshire

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)