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Not applicable

## **(NU/1589 – 9) Technical SEO for Central Marketing**

Newcastle University

F14: Notice for changes or additional information

Notice identifier: 2021/S 000-008086

Procurement identifier (OCID): ocds-h6vhtk-02a707

Published 16 April 2021, 3:23pm

### **Section I: Contracting authority/entity**

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

Newcastle University

Newcastle University, Procurement Services, Kingsgate

Newcastle

NE1 7RU

#### **Contact**

Mrs Natalie Morton

#### **Email**

[natalie.morton@ncl.ac.uk](mailto:natalie.morton@ncl.ac.uk)

#### **Telephone**

+44 1912086396

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.ncl.ac.uk](http://www.ncl.ac.uk)

Buyer's address

<https://ncl.ac.uk>

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**Section II: Object**

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

**II.1.1) Title**

(NU/1589 – 9) Technical SEO for Central Marketing

Reference number

DN522543

**II.1.2) Main CPV code**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

We are seeking long-term, technical SEO support with the [NCL.ac.uk](http://NCL.ac.uk) domain. This support will primarily focus on the resolution of three core, technical issues.

These three issues have been identified by our teams, and need to be addressed as a matter of urgency. However, it is up to the agency's discretion how these projects are prioritised and whether there are other, more pressing issues that should be resolved

instead. Below are the three core issues that have been initially identified, and that have caused us to seek external support.

1. Multiple domains
2. To resolve duplicated URL issue
3. To migrate one subdomain

As well as the above, the university will also require:

- Ongoing technical SEO support
- Internal training
- Reporting

This opportunity will be advertised to Lot 1 (Web Services, SEO and digital content) suppliers of the Dynamic Purchasing System (NU1589).

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## **Section VI. Complementary information**

### **VI.6) Original notice reference**

Notice number: [2021/S 052-132154](#)

## **Section VII. Changes**

### **VII.1) Information to be changed or added**

#### **VII.1.2) Text to be corrected in the original notice**

Section number

V.2.4

Place of text to be modified

Total value of the contract/lot

Instead of

Text

£10,800

### **VII.2) Other additional information**

Amend notice required to change the award value to £10,800.