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Contract

## **Search Engine Optimisation**

VisitScotland

F03: Contract award notice

Notice identifier: 2022/S 000-011290

Procurement identifier (OCID): ocds-h6vhtk-03027e

Published 2 May 2022, 2:49pm

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

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

VisitScotland

94 Ocean Drive

Edinburgh

EH6 6JH

#### **Contact**

Eileen O'Neill

#### **Email**

[eileen.o'neill@visitscotland.com](mailto:eileen.o'neill@visitscotland.com)

#### **Telephone**

+44 1415664017

#### **Country**

United Kingdom

**NUTS code**

UKM75 - Edinburgh, City of

**Internet address(es)**

Main address

<http://www.visitscotland.org>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00118](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00118)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

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

Body governed by public law

**I.5) Main activity**

Other activity

Marketing/Tourism

## **Section II: Object**

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

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

Search Engine Optimisation

Reference number

VSEH21046

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

- 72414000 - Web search engine providers

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

Services

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

VisitScotland has appointed a supplier of SEO services for <https://www.visitscotland.com>

#### **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: £600,000

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

#### **II.2.2) Additional CPV code(s)**

- 72414000 - Web search engine providers

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

NUTS codes

- UKM - Scotland

Main site or place of performance

Edinburgh

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

VisitScotland has appointed a supplier of SEO services for <https://www.visitscotland.com>

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

Quality criterion - Name: Technical / Weighting: 60

Price - Weighting: 40

#### **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.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

#### **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 000-031495](#)

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## **Section V. Award of contract**

### **Contract No**

VSEH21046

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

19 April 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 4

Number of tenders received by electronic means: 4

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

#### **V.2.3) Name and address of the contractor**

Yard

23rd Floor, Capital Tower Greyfriars's Road

Cardiff

CF10 3AG

Telephone

+44 7843368478

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Total value of the contract/lot: £600,000

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### **Section VI. Complementary information**

#### **VI.3) Additional information**

(SC Ref:691895)

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

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

Edinburgh Sheriff Court

27 Chambers Street

Edinburgh

Country

United Kingdom