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Tender

## **T20/33\_Search Engine Optimisation (SEO)**

Anglia Ruskin University Higher Education Corporation

F02: Contract notice

Notice identifier: 2021/S 000-012202

Procurement identifier (OCID): ocds-h6vhtk-02b71c

Published 1 June 2021, 3:53pm

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

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

Anglia Ruskin University Higher Education Corporation

Bishop Hall Lane

Chelmsford

CM1 1SQ

#### **Contact**

[procurement@aru.ac.uk](mailto:procurement@aru.ac.uk)

#### **Email**

[procurement@aru.ac.uk](mailto:procurement@aru.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKH1 - East Anglia

**Internet address(es)**

Main address

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

Buyer's address

<https://in-tendhost.co.uk/angliaruskinuniversity>

**I.3) Communication**

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

<https://in-tendhost.co.uk/angliaruskinuniversity>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/angliaruskinuniversity>

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

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

Ministry or any other national or federal authority

**I.5) Main activity**

Education

## **Section II: Object**

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

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

T20/33\_Search Engine Optimisation (SEO)

Reference number

T20/33

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

- 72316000 - Data analysis services

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

Services

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

The University is looking to appoint one agency to provide strategic advice and technical capability to ensure the ARU website, delivered by Sitecore, is fully optimised. We are looking to secure 5 days of SEO support per month focussing on agreed priorities to be determined by the agency and University. The number of days per month may vary throughout the contract duration.

#### **II.1.5) Estimated total value**

Value excluding VAT: £240,000

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

This contract is divided into lots: No

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

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

NUTS codes

- UKH1 - East Anglia

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

The University is looking to appoint one agency to provide strategic advice and technical capability to ensure the ARU website, delivered by Sitecore, is fully optimised. We are looking to secure 5 days of SEO support per month focussing on agreed priorities to be determined by the agency and University. The number of days per month may vary throughout the contract duration. Over a 6 month period we would expect the following elements to be addressed: In terms of consultancy, the University requires:

- Strategised SEO programme to enable us to complete on terms at all levels of the sales funnel
- Identification of key search terms which could aid visibility
- Review of target landing pages and assess their ability to rank for target keywords
- Identification of any content gaps
- Advice on actions required to preserve SEO during projects such as content mergers and IA updates
- Identify and prioritise influencers who could provide valuable backlinks

For page level optimisation we require the agency to:

- Recommend and advise on target keywords
- Provide ongoing on-page optimisation of agreed course keywords
- Provide ongoing on-page optimisation of agreed support keywords

For technical SEO checks we require:

- Regular technical SEO check to maintain technical best practice
- Advice on how to address and resolve any technical SEO issues
- Advice on how to address Sitecore specific issues

For Reporting we require the agency to:

- Advise on appropriate tracking and measurement to determine success
- Provide regular reports with agreed metrics to show progress and ROI
- Reports summarising advice and strategies to improve SEO.

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

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

### **II.2.6) Estimated value**

Value excluding VAT: £240,000

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

Duration in months

24

This contract is subject to renewal

No

### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 5

Maximum number: 7

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

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

Description of options

Option to extend for a further 24 months on a year by year basis

#### **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.1) Conditions for participation**

##### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

##### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted 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

1 July 2021

Local time

12:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

15 July 2021

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

English

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

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

Anglia Ruskin University Higher Education Corporation

Chelmsford

Country

United Kingdom