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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

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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

Email

procurement@aru.ac.uk

Country

United Kingdom

NUTS code

UKH1 - East Anglia

Internet address(es)

Main address

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

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

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