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Planning

Search Engine Optimization

NHS Blood and Transplant

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-012481

Procurement identifier (OCID): ocds-h6vhtk-0452f4

Published 17 April 2024, 12:08pm

Section I: Contracting authority

I.1) Name and addresses

NHS Blood and Transplant

500 North Bristol Park

Bristol

BS34 7QH

Contact

Tim Fuke

Email

tim.fuke@nhsbt.uk

Country

United Kingdom

Region code

UKK11 - Bristol, City of

Internet address(es)

Main address

<https://www.nhsbt.nhs.uk/>

Buyer's address

<https://www.nhsbt.nhs.uk/>

I.3) Communication

Additional information can be obtained from the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://health-family.force.com/s/Welcome>

I.4) Type of the contracting authority

Other type

Arms Length Body

I.5) Main activity

Health

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Search Engine Optimization

II.1.2) Main CPV code

- 72414000 - Web search engine providers

II.1.3) Type of contract

Services

II.1.4) Short description

Prior to commencing a formal procurement process and to help inform our strategy, NHSBT is looking for a SEO agency to manage our SEO activity across several websites to maintain our top rankings for key terms, identify new opportunities and strategy, and deal with misinformation to ensure the public have the correct information. NHSBT are therefore looking to engage with suppliers interested in this opportunity in order to gauge market interest in this field.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 72260000 - Software-related services

II.2.3) Place of performance

NUTS codes

- UKK1 - Gloucestershire, Wiltshire and Bristol/Bath area

II.2.4) Description of the procurement

We want to enter into an agreement with an SEO agency to manage our SEO activity across the following websites:

<https://www.blood.co.uk/>

<https://www.organdonation.nhs.uk/>

<https://www.nhsbt.nhs.uk/>

<https://platelets.blood.co.uk/>

The SEO agency will need to provide consultancy support and expertise, develop SEO strategy and manage SEO activity to maintain top rankings for key terms.

II.2.14) Additional information

We encourage suppliers to send their expression of interest by emailing the address provided no later than the 1st May 2024. All suppliers who express their interest before the date will be send a request for information document and Specification containing further details of the requirement.

II.3) Estimated date of publication of contract notice

1 October 2024

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes