

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/013902-2021>

Not applicable

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

Anglia Ruskin University Higher Education Corporation

F14: Notice for changes or additional information

Notice identifier: 2021/S 000-013902

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

Published 18 June 2021, 3:03pm

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

#### **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>

---

**Section II: Object**

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

**II.1.1) Title**

T20/33\_Search Engine Optimisation (SEO)

Reference number

2021/S 000-012202

**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.

---

## Section VI. Complementary information

### VI.6) Original notice reference

Notice number: [2021/S 000-012202](#)

---

## Section VII. Changes

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

Section number

II.1.5

Place of text to be modified

Estimated Total Value

Instead of

Text

240000

Read

Text

120000

Section number

II.2.6

Instead of

Text

240000

Read

Text

120000