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Not applicable

## **Search Engine Optimization**

NHS Blood and Transplant

F14: Notice for changes or additional information

Notice identifier: 2024/S 000-013958

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

Published 30 April 2024, 5:29pm

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

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

NHS Blood and Transplant

500 North Bristol Park

Bristol

BS34 7QH

#### **Email**

[purchasing@nhsbt.nhs.uk](mailto:purchasing@nhsbt.nhs.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/>

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## **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.

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## **Section VI. Complementary information**

### **VI.6) Original notice reference**

Notice number: [2024/S 000-012481](#)

## **Section VII. Changes**

### **VII.1) Information to be changed or added**

### **VII.2) Other additional information**

New/amended contact address added: [purchasing@nhsbt.nhs.uk](mailto:purchasing@nhsbt.nhs.uk) OR  
[tim.fuke@nhsbt.nhs.uk](mailto:tim.fuke@nhsbt.nhs.uk)