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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

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/>

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.

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 OR
tim.fuke@nhsbt.nhs.uk