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Contract

(NU1589-54) Technical SEO Support

Newcastle University

F03: Contract award notice

Notice identifier: 2022/S 000-015490

Procurement identifier (OCID): ocds-h6vhtk-034328

Published 6 June 2022, 12:44pm

Section I: Contracting authority

I.1) Name and addresses

Newcastle University

Newcastle University, King's Gate

Newcastle upon Tyne

NE1 7RU

Email

purchasing@ncl.ac.uk

Telephone

+44 1912086220

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://www.ncl.ac.uk>

Buyer's address

<https://www.ncl.ac.uk>

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

(NU1589-54) Technical SEO Support

Reference number

DN601350

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

We are seeking to appoint a supplier to work on the second phase of our technical SEO project.

In this last year, we've audited the technical SEO performance of NCL.ac.uk, ran thorough and automated competitor analyses, and built a three-year SEO strategy that prioritises narrowing the way in which Google crawls the estate in order to maximise crawl budget, and fix critical technical SEO issues.

This work was spearheaded by an external technical SEO agency.

This tender is for the second phase of this SEO project, to deliver the elements detailed below.

The supplier must have demonstrable, specialist experience in technical SEO, specifically within the context of large sites (200,000+ URLs) and within the Higher Education sector. They will also need to have the ability to integrate into our existing content and web teams, whilst being sensitive to the challenges of effecting change in such a large, complex organisation as Newcastle University.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £10,000

II.2) Description

II.2.2) Additional CPV code(s)

- 72210000 - Programming services of packaged software products
- 48480000 - Sales, marketing and business intelligence software package
- 48481000 - Sales or marketing software package
- 79413000 - Marketing management consultancy services
- 79342000 - Marketing services
- 72212481 - Sales or marketing software development services
- 72212480 - Sales, marketing and business intelligence software development services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

We are seeking to appoint a supplier to work on the second phase of our technical SEO project.

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II.2.5) Award criteria

Quality criterion - Name: Ability to meet the timeline / Weighting: P/F

Quality criterion - Name: Ability to meet the Requirements / Weighting: P/F

Quality criterion - Name: Quality: Ability to meet the Requirements / Weighting: 60

Price - Weighting: 40

II.2.11) Information about options

Options: No

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 IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the setting up of a dynamic purchasing system

IV.1.6) Information about electronic auction

An electronic auction will be used

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

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2020/S 129-318079](#)

Section V. Award of contract

Contract No

NU/1589-54

Lot No

1

Title

(NU1589-54) Technical SEO Support

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 June 2022

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Andrew Charlton T/A Crawl Ltd

Whitby Court Abbey Road, Shepley

Huddersfield

HD8 8EL

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £18,720

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Newcastle University

Tyne and Wear

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Newcastle University

Tyne and Wear

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

The University will incorporate a standstill period at the point information on the award of the contract is communicated to tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before the contract is entered into.

The Public Contracts Regulations 2015 (SI 2015 No 102) provide for aggrieved parties who

have been harmed or are at risk of harm by a breach of the rules to take action in the High

Court (England, Wales and Northern Ireland) within 30 days of knowledge or constructive knowledge of breach.

VI.4.4) Service from which information about the review procedure may be obtained

Newcastle University

Tyne and Wear

Country

United Kingdom