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Contract

Search Engine Optimisation (SEO) Services

Transport for Wales

F03: Contract award notice

Notice identifier: 2025/S 000-019330

Procurement identifier (OCID): ocds-h6vhtk-0429c3

Published 7 May 2025, 12:03pm

Section I: Contracting authority

I.1) Name and addresses

Transport for Wales

3 Llys Cadwyn, Taff Street

Pontypridd

CF37 4TH

Email

procurement@tfw.wales

Telephone

+44 2921673434

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://tfw.wales>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA50685

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

Other activity

Transportation

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Search Engine Optimisation (SEO) Services

Reference number

C000845.00

II.1.2) Main CPV code

- 72000000 - IT services: consulting, software development, Internet and support

II.1.3) Type of contract

Services

II.1.4) Short description

2.1 This contract will help us develop and build our SEO strategy and deliver key SEO activities over a long-term relationship to cement our position as the go to organisation for travel in Wales and the borders.

2.2 Our key objectives are to Increase revenue, Enhance customer experience and Drive modal shift.

As our SEO partner this may take the form of:

- Building a solid Technical SEO platform. To ensure that the tfw.wales website is functioning as fast and as smooth as possible to be able to support demand of traffic levels and use of different devices.
- Assessing on site SEO. To ensure we are found by users, important content is visible and the information is available and clear.
- Identifying off site SEO opportunities and helping us leverage them.

2.3 As an organization we have a portfolio of 30+ websites/apps that are under our control. We're currently in the middle of our '1 domain' project which involves us closing down our subsites and absorbing them into our main website (tfw.wales) to create a 'one stop shop' website and app for users in Wales and the borders. Throughout this strategy we'll need support to boost our main site's SEO performance as well as optimizing the integration process as subsites are absorbed.

2.4 We're responsible for ensuring all of our digital estate is available completely in Welsh, accessible, on brand and user friendly. The appointed SEO agency would be expected to take these criteria into account for any strategy, tactics or actions recommended or undertaken.

2.5 Main sites:

- Tfw.wales | trc.cymru – This is our main website that we wish to maintain and build authority for.
- tickets.trc.cymru/ | tocynnau.trc.cymru/

Our booking engine site that will also need to be maintained, however we wish to funnel users in via tfw.wales.

2.6 Subsites: Here is a selection of our smaller sites that will be absorbed, there may be others as our strategy progresses.

- <https://www.journeycheck.com/tfwrail/>

- <https://www.traveline.cymru/>

- <https://traws.cymru/>

- <https://www.pullmanrail.co.uk/>

- <https://news.tfw.wales/>

- <https://portal.tfw.wales/>

2.7 We're looking to appoint a partner to help us build our SEO strategy and deliver the requirements of this contract with the following key areas of focus:

1. Strategic SEO direction and specialist expertise
2. Technical SEO activities
3. Onsite SEO activities
4. Offsite SEO activities
5. General activities

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: £600,000

II.2) Description

II.2.2) Additional CPV code(s)

- 72000000 - IT services: consulting, software development, Internet and support
- 72222000 - Information systems or technology strategic review and planning services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

2.7 We're looking to appoint a partner to help us build our SEO strategy and deliver the requirements of this contract with the following key areas of focus:

1. Strategic SEO direction and specialist expertise
2. Technical SEO activities
3. Onsite SEO activities
4. Offsite SEO activities
5. General activities

1. Strategic SEO direction and specialist expertise

Collaborating with us to define the long-term vision of TfW's online SEO presence.

Collaborating with us to develop the long-term direction of our SEO strategy to help us achieve that vision.

Develop a robust set of Key Performance Indicators for SEO performance and report on this performance regularly.

Developing impactful SEO activity that helps to achieve our 3 key objectives outlined above and build our distinctive brand to help us own our digital space.

Define our current keyword position and future positioning for different topics that we wish to be an authority on. Including but not limited to rail, bus, walking/wheeling and cycling in Wales.

Providing expert advice and guidance on strategic SEO development. Including industry developments i.e. algorithm changes and how we should adapt our strategy/tactics.

Collaborating with stakeholders and our network of experts / specialists across other brand and marketing activities to ensure campaign work is maximized for SEO impact. For example collaborating with our campaigns agency Golley Slater to ensure marketing campaigns are optimized for SEO.

Drawing on best-in-class knowledge and expertise by working with specialist advisers, agencies, consultants, and suppliers when needed. For example coordinating with third party UI/UX experts to help us undertake audits of areas on our website.

2. Technical SEO activities | Including but limited to

Audit and technical assessment of our websites and provide steps to improve performance. For example, image resizing. Providing a list of images on the website that would benefit from being optimized and providing instructions for a developer or content publisher to achieve this.

Collaborate with our development teams, both in house and third party, to fix technical SEO issues.

Manage search consoles, submitting optimised site maps and other associated activities.

3. Onsite SEO activities | Including but limited to

Audit on-site content from an SEO point of view and make recommendations to improve performance and measure impact.

Make User Experience (UX) / User Interface (UI) recommendations that will improve performance and measuring impact.

Assessing a user journey or webpage for Conversion Rate Optimisation (CRO) making recommendations for improving performance and measuring the impact.

Making recommendations/implementing internal linking that increases performance and measuring the impact.

Making recommendations/implementing changes to metadata that increases performance and measuring the impact.

Making recommendations/implementing on-brand tone of voice changes to written content to increase performance and measure the impact.

4. Offsite SEO | Including but limited to

Ability to effectively audit our offsite SEO performance and make recommendations to

improve.

Demonstrable experience of building backlinks with relevant and high-ranking domains.

Demonstrable experience of digital PR with relevant and high-ranking domains increasing an aspect of authority for a given subject.

5. General activity | Included but limited to

- Agreement of a preferred way of working. We often work in agile sprints for website releases.

- Agreement to a standard set of Management Information and reporting. We have Google Analytics 4 and a comprehensive dashboard set up that can provide information on the relevant KPI's. We would ask that any supplier also uses this source of information.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

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

II.2.14) Additional information

Procurement documentation available via the eTender Wales platform with project code project_55250

- Search Engine Optimisation (SEO) Services and ITT reference itt_107880

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-037910](#)

Section V. Award of contract

Contract No

C000845.00

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

12 September 2024

V.2.2) Information about tenders

Number of tenders received: 22

Number of tenders received from SMEs: 16

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 22

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

V.2.3) Name and address of the contractor

N21 GROUP LIMITED

166 Brinkburn Street

Newcastle upon Tyne

NE62AR

Telephone

+44 7542058000

Country

United Kingdom

NUTS code

- UKC22 - Tyneside

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £600,000

Total value of the contract/lot: £600,000

Section VI. Complementary information

VI.3) Additional information

(WA Ref:150629)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom