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Tender

## **The Provision of Search Engine Optimisation (SEO) Agency Services**

Heriot-Watt University

F02: Contract notice

Notice identifier: 2022/S 000-020630

Procurement identifier (OCID): ocids-h6vhtk-0356f1

Published 28 July 2022, 2:02pm

### **Section I: Contracting authority**

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

Heriot-Watt University

Moyen House, Research Park North, Heriot-Watt University

Riccarton, Edinburgh

EH14 4AP

#### **Contact**

charyleen Emslie

#### **Email**

[charyleen.emslie@hw.ac.uk](mailto:charyleen.emslie@hw.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKM75 - Edinburgh, City of

**Internet address(es)**

Main address

<http://hw.ac.uk>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00307](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00307)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.publictendersscotland.publiccontractsscotland.gov.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publictendersscotland.publiccontractsscotland.gov.uk>

**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**

The Provision of Search Engine Optimisation (SEO) Agency Services

Reference number

HWU-UK-2122-111

#### **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**

The University is seeking a Contractor to deliver an enhanced digital experience for Prospective Students, Alumni and Partners across the University website estate.

#### **II.1.5) Estimated total value**

Value excluding VAT: £700,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKM75 - Edinburgh, City of

Main site or place of performance

Heriot-Watt University

Riccarton Campus

Edinburgh

EH14 4AS

#### **II.2.4) Description of the procurement**

The University is seeking an agency for SEO and Content Strategy that will cover all Brand awareness and positioning, Marketing and recruitment campaigns, student recruitment (both on-campus and HW Online), Graduate Apprenticeships, Enterprise, Edinburgh Business School, Staff Recruitment and general promotion over a range of media types, and across a range of UK and international markets.

#### **II.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 75

Cost criterion - Name: Commercial / Weighting: 25

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

The University reserves the right to extend the Agreement for a further 12 months period, subject to satisfactory performance and continuation of the University's requirements

#### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 5

Objective criteria for choosing the limited number of candidates:

## SPD Section 4.C: Technical and Professional Ability

### Question Scoring Methodology:

100 – Value Add - The Tenderer has provided a strong methodology addressing all the key points requested and has also provided detail of relevant value add that they can provide.

75 – Good - The Tenderer response is relevant and good. The response is sufficiently detailed to demonstrate a good understanding and provide details on how the requirements will be fulfilled.

50 - Acceptable - The Tenderer has provided an acceptable methodology addressing most of the key points listed above in detail OR the Tenderer has provided all the key points listed above but lacks detail in answering the question fully. The response provides confidence that

the requirements can be met.

25 - Minor Concerns - The Tenderer has provided a methodology addressing some of the key points listed above in detail OR the Tenderer has provided most of the key points listed above but lacks detail. The response provided does not provide confidence fully that the requirements can be met.

0 - Major Concerns - The Tenderer has failed to address the question, submitted a nil response or any element of the response gives cause for major concern

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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**

Economic operators may be excluded from this competition if they are in any of the situations referred to in regulations 58 of the Public Contracts (Scotland) Regulations 2015.

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

Bidders will be required to have a minimum “general” yearly turnover of the amount listed below, for the last 2 years. Where turnover information is not available for the time period requested, the bidder will be required to state the date which they were set up/started trading.

The Successful Contractor will be required to provide two years audited accounts, or equivalent prior to awarded to the Contract, or confirm in their tender submission the publicly accessible, free, online location of accounts if available in such a format. There must be no qualification or contra-indication from any evidence provided in support of the Contractor’s economic and financial standing.

It is a requirement of this contract that bidders hold, or can commit to obtain prior to the commencement of any contract, the types and levels of insurance listed below.

Bidders also must confirm they can provide the following supporting evidence at point of award

Minimum level(s) of standards possibly required

Turnover Requirements

Bidders will be required to have a minimum “general” yearly turnover of 1,400,000 GBP

for the last 2 years.

### Insurance Requirements

It is a requirement of this contract that bidders hold, or can commit to obtain prior to the commencement of any contract, the following types and levels of insurance:

Employer's (Compulsory) Liability Insurance = 5,000,000 GBP

Product Liability Insurance = 5,000,000 GBP

Public Liability Insurance = 1,000,000 GBP

### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

Please refer to these statements when completing Section 4C of the SPD.

4C.1.2. Bidders will be required to provide relevant examples of services carried out in the past three years that demonstrate that they have the relevant experience to deliver the service as described in part II.2.4 of the Contract Notice.

Examples should include the following:

- Project name
- Project value
- Project description
- Personnel involved
- Project Successes/Problems
- Client Referee

Four relevant examples are requested to be submitted.

Each example must not exceed 800 words and two A4 pages.

As stated above in '2. Selection Stage Evaluation Criteria & Guidance', each example will be assessed with a weighting of 25% per example provided

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted 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.2.2) Time limit for receipt of tenders or requests to participate**

Date

31 August 2022

Local time

12:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

12 September 2022

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

Economic operators may be excluded from this competition if they are in any of the situations referred to in regulation 58 of the Public

Contracts (Scotland) Regulations 2015.

Tenderers will be asked to submit the following forms. These forms are for information only and will not be scored.

Form of Tender

Bona Fide Tender

Freedom of Information

Supply Chain Code of Conduct

The Successful Tenderer must confirm that they comply with the requirements of the Modern Slavery Act 2015.

The Successful Tenderer will be required to provide two years audited accounts, or equivalent prior to awarded to the Contract, or confirm

in their tender submission the publicly accessible, free, online location of accounts if available in such a format. There must be no

qualification or contra-indication from any evidence provided in support of the Contractor's economic and financial standing.

Where the capability & capacity of a subcontractor, members of a consortia or any other body will be relied on, separate SPD(s) are

required from each of those other parties relied on.

Where subcontractors are to be used but their capability & capacity are not relied on, the University may choose to request separate

SPD(s).

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 21889. The ITT code is pqq\_5928.

The buyer is using PCS-Tender to conduct this PQQ exercise. The Project code is 21889. For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2343>

(SC Ref:701659)

## **VI.4) Procedures for review**

### **VI.4.1) Review body**

Sherriff Court House

Edinburgh

Country

United Kingdom