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Tender

Supply of Search Engine Optimisation Services

AHDB

F02: Contract notice

Notice identifier: 2021/S 000-021962

Procurement identifier (OCID): ocds-h6vhtk-02dd39

Published 3 September 2021, 10:45pm

Section I: Contracting authority

I.1) Name and addresses

AHDB

Stoneleigh Park

Kenilworth

CV8 2TL

Contact

Sarah Waters

Email

procurement@ahdb.org.uk

Telephone

+44 2476478600

Country

United Kingdom

NUTS code

UKG13 - Warwickshire

Internet address(es)

Main address

<https://defra.bravosolution.co.uk>

Buyer's address

<https://defra.bravosolution.co.uk>

I.3) Communication

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

<https://defra.bravosolution.co.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://defra.bravosolution.co.uk>

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Agriculture and Horticulture

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Supply of Search Engine Optimisation Services

Reference number

2021-486

II.1.2) Main CPV code

- 72414000 - Web search engine providers

II.1.3) Type of contract

Services

II.1.4) Short description

AHDB is wanting to procure a supplier to work as a partner with the in-house Digital Content team to support across AHDB's requirements for search engine optimisation (SEO) and search engine marketing (SEM) activity.

The scope of the contract will make the supplier the sole SEO and SEM partner for all AHDB sectors. A comprehensive list of projects is yet to be defined.

The successful supplier will work with different teams and websites across AHDB as required, providing guidance on current best practice and support for projects through the following:

- SEO strategy development
- Analysis of current websites, identifying both on and off-site SEO opportunities
- Keyword research to identify trends/opportunities
- Creation of quality, engaging content for different audiences i.e. consumers, levy payers, students, advisers, key stakeholders (blog posts, campaigns, social media)

- Reviewing content for SEO activity
- Identifying opportunities through competitive research analysis
- Strategic planning and creation of PPC ad campaigns to meet varied objectives across AHDB functions

The contract is for 2 years with the option to extend for a further 2 periods of 12 months each.

II.1.5) Estimated total value

Value excluding VAT: £200,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKG13 - Warwickshire

II.2.4) Description of the procurement

- SEO strategy development
- Analysis of current websites, identifying both on and off-site SEO opportunities
- Keyword research to identify trends/opportunities
- Creation of quality, engaging content for different audiences i.e. consumers, levy payers, students, advisers, key stakeholders (blog posts, campaigns, social media)
- Reviewing content for SEO activity
- Identifying opportunities through competitive research analysis
- Strategic planning and creation of PPC ad campaigns to meet varied objectives across AHDB functions

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £200,000

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

Start date

1 January 2022

End date

1 January 2026

This contract is subject to renewal

Yes

Description of renewals

Initial contract runs from Jan 22 to Jan 24, with the option to extend for 2 further periods of 12 months each, therefore 2+1+1 . This would take the contract to January 2026 if all options of extension are taken up.

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

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

These will be mentioned within the specification and negotiated into the contract with the successful supplier

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

Date

15 October 2021

Local time

12:00pm

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

15 October 2021

Local time

1:00pm

Place

AHDB HQ

Warwickshire

Information about authorised persons and opening procedure

Procurement Managers, opening will commence after tender has closed and released via the portal

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Extensions are mentioned within this opportunity, therefore a further opportunity notice would be required estimated date of August/September 2025

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

AHDB

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Country

United Kingdom