

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/021962-2021>

Opportunity

## **Supply of Search Engine Optimisation Services**

AHDB

F02: Contract notice

Notice reference: 2021/S 000-021962

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](mailto: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

Stoneleigh Park

Kenilworth, Warwickshire

CV8 2TL

Email

[procurement@ahdb.org.uk](mailto:procurement@ahdb.org.uk)

Country

United Kingdom