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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 Hortiulture

# **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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Kenilworth, Warwickshire

CV8 2TL

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procurement@ahdb.org.uk

Country

**United Kingdom**