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Contract

## **T20/33\_Search Engine Optimisation (SEO)**

Anglia Ruskin University Higher Education Corporation

F03: Contract award notice

Notice identifier: 2021/S 000-024025

Procurement identifier (OCID): ocds-h6vhtk-02b71c

Published 28 September 2021, 10:35am

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

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

Anglia Ruskin University Higher Education Corporation

Bishop Hall Lane

Chelmsford

CM1 1SQ

#### **Contact**

[procurement@aru.ac.uk](mailto:procurement@aru.ac.uk)

#### **Email**

[procurement@aru.ac.uk](mailto:procurement@aru.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKH1 - East Anglia

**Internet address(es)**

Main address

[www.aru.ac.uk](http://www.aru.ac.uk)

Buyer's address

<https://in-tendhost.co.uk/angliaruskinuniversity>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

T20/33\_Search Engine Optimisation (SEO)

Reference number

T20/33

**II.1.2) Main CPV code**

- 72316000 - Data analysis services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The University is looking to appoint one agency to provide strategic advice and technical capability to ensure the ARU website, delivered by Sitecore, is fully optimised. We are

looking to secure 5 days of SEO support per month focussing on agreed priorities to be determined by the agency and University. The number of days per month may vary throughout the contract duration.

#### **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: £240,000

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

#### **II.2.2) Additional CPV code(s)**

- 72316000 - Data analysis services
- 72414000 - Web search engine providers
- 72300000 - Data services

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

NUTS codes

- UKH1 - East Anglia

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

The University is looking to appoint one agency to provide strategic advice and technical capability to ensure the ARU website, delivered by Sitecore, is fully optimised. We are looking to secure 5 days of SEO support per month focussing on agreed priorities to be determined by the agency and University. The number of days per month may vary throughout the contract duration. Over a 6 month period we would expect the following elements to be addressed: In terms of consultancy, the University requires:

- Strategised SEO programme to enable us to complete on terms at all levels of the sales funnel
- Identification of key search terms which could aid visibility
- Review of target landing pages and assess their ability to rank for target keywords
- Identification of any content gaps
- Advice on actions required to preserve SEO during projects such as content mergers and IA updates
- Identify and prioritise influencers who could provide valuable backlinks

For page level optimisation we require the agency to:

- Recommend and advise on target keywords
- Provide ongoing on-page optimisation of agreed course keywords
- Provide ongoing on-page optimisation of agreed support keywords

For technical SEO checks we require:

- Regular technical SEO check to maintain technical best practice
- Advice on how to address and resolve any technical SEO issues
- Advice on how to

address Sitecore specific issues For Reporting we require the agency to:

- Advise on appropriate tracking and measurement to determine success
- Provide regular reports with agreed metrics to show progress and ROI
- Reports summarising advice and strategies to improve SEO.

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

Price

#### **II.2.11) Information about options**

Options: Yes

Description of options

Option to extend for a further 24 months on a year by year basis

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **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.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-012202](#)

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## **Section V. Award of contract**

### **Contract No**

CT20/33

### **Title**

Search Engine Optimisation

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

28 September 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 6

Number of tenders received from SMEs: 5

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

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 6

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

#### **V.2.3) Name and address of the contractor**

Anything is Possible Media Ltd

Pelham House, 25 Pelham Square, Trafalgar St,

Brighton

BN1 4ET

Country

United Kingdom

NUTS code

- UKJ21 - Brighton and Hove

National registration number

10910014

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: £235,748

Total value of the contract/lot: £235,748

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## **Section VI. Complementary information**

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

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

Anglia Ruskin University Higher Education Corporation

Chelmsford

Country

United Kingdom