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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

Email

procurement@aru.ac.uk

Country

United Kingdom

NUTS code

UKH1 - East Anglia

Internet address(es)

Main address

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

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

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](#)

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

Pelhan 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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Anglia Ruskin University Higher Education Corporation

Chelmsford

Country

United Kingdom