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Contract

Search Engine Optimization

FIRST TRENITALIA WEST COAST RAIL LIMITED

F06: Contract award notice – utilities

Notice identifier: 2022/S 000-025646

Procurement identifier (OCID): ocids-h6vhtk-030cd7

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Section I: Contracting entity

I.1) Name and addresses

FIRST TRENITALIA WEST COAST RAIL LIMITED

8th Floor, The Point, 37 North Wharf Road

London

W2 1AF

Contact

Ruchiie Sehdev

Email

ruchiie.sehdev@avantiwestcoast.co.uk

Telephone

+44 7773732843

Country

United Kingdom

Region code

UKI - London

Companies House

10349442

Internet address(es)

Main address

<https://www.avantiwestcoast.co.uk/>

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Search Engine Optimization

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

All participating Tenderer's will need to demonstrate a broad range of expertise in the Organic Search space, with the aim to increase Avanti West Coast's SERP (Search Engine Results Paid) visibility and revenue driven through Search Engine Optimization (SEO).

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

A key objective for Avanti West Coast is to increase the volume of people booking directly over other online train ticket retailers; given Organic Search currently accounts for a large portion of web and app traffic and revenue - Avanti West Coast require a full-service SEO agency to continue to improve performance in this space.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

We are working towards appointing an Agency to provide SEO Services from 1st Oct 2022, for a 2+1 contractual option i.e. 2 years fixed period (24 months) with an option to extend for an additional 1 year (up to 12 months) . This will take the shortlisted agency potentially up to 30th September

2025.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-001598](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

12 September 2022

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court

London

Country

United Kingdom