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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

Published 13 September 2022, 12:54pm

### **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](mailto: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

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**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.

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## **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](#)

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## **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

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## **Section VI. Complementary information**

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

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

High Court

London

Country

United Kingdom