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Tender

## **Search Engine Optimisation**

VisitScotland

F02: Contract notice

Notice identifier: 2021/S 000-031495

Procurement identifier (OCID): ocds-h6vhtk-03027e

Published 16 December 2021, 5:05pm

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

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

VisitScotland

94 Ocean Drive

Edinburgh

EH6 6JH

#### **Contact**

Eileen O'Neill

#### **Email**

[eileen.o'neill@visitscotland.com](mailto:eileen.o'neill@visitscotland.com)

#### **Telephone**

+44 1415664017

#### **Country**

United Kingdom

**NUTS code**

UKM75 - Edinburgh, City of

**Internet address(es)**

Main address

<http://www.visitscotland.org>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00118](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00118)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

[www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

[www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)

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

Body governed by public law

## **I.5) Main activity**

Other activity

Marketing/Tourism

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## **Section II: Object**

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

#### **II.1.1) Title**

Search Engine Optimisation

Reference number

VSEH21046

#### **II.1.2) Main CPV code**

- 72414000 - Web search engine providers

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The primary requirement of the contract is to supply SEO services for <https://www.visitscotland.com>

#### **II.1.5) Estimated total value**

Value excluding VAT: £500,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

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

- 72414000 - Web search engine providers

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

NUTS codes

- UKM - Scotland

Main site or place of performance

Edinburgh

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

The primary requirement of the contract is to supply SEO services for <https://www.visitscotland.com>

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

2 x 12 month renewals

### **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

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## **Section III. Legal, economic, financial and technical information**

### **III.2) Conditions related to the contract**

#### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

#### **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

28 January 2022

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: 6 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

28 January 2022

Local time

12:00pm

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### **Section VI. Complementary information**

#### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 36 months

#### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

#### **VI.3) Additional information**

Additional Information is contained in the attached documents

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

[https://www.publiccontractsscotland.gov.uk/Search/Search\\_Switch.aspx?ID=677507](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=677507).

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

[https://www.publiccontractsscotland.gov.uk/sitehelp/help\\_guides.aspx](https://www.publiccontractsscotland.gov.uk/sitehelp/help_guides.aspx).

Suppliers are advised to allow adequate time for uploading documents and to dispatch the

electronic response well in advance of the closing time to avoid any last minute problems.

(SC Ref:677507)

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

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

Edinburgh Sheriff Court

27 Chambers Street

Edinburgh

Country

United Kingdom