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Tender

Search Engine Optimisation Services (SEO)

VisitScotland

F02: Contract notice

Notice identifier: 2025/S 000-031579

Procurement identifier (OCID): ocds-h6vhtk-0546d0

Published 11 June 2025, 2:58pm

Section I: Contracting authority

I.1) Name and addresses

VisitScotland

Waverley Court, 4 East Market Street

Edinburgh

EH8 8BG

Email

augustine.toppo@visitscotland.com

Telephone

+44 1314722222

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<http://www.visitscotland.org>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00118

I.3) Communication

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

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

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

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Search Engine Optimisation Services (SEO)

Reference number

VSEH24013

II.1.2) Main CPV code

- 72000000 - IT services: consulting, software development, Internet and support

II.1.3) Type of contract

Services

II.1.4) Short description

Search Engine Optimisation services for VisitScotland

II.1.5) Estimated total value

Value excluding VAT: £420,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 72212220 - Internet and intranet software development services
- 72212221 - Internet browsing software development services
- 72421000 - Internet or intranet client application development services

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 is to provide Search Engine Optimisation Services (SEO) for <https://www.visitscotland.com>

II.2.5) Award criteria

Quality criterion - Name: Data Analysis & Insights / Weighting: 20

Quality criterion - Name: Technical Search Engine Optimisation / Weighting: 10

Quality criterion - Name: Digital Outreach / Weighting: 10

Quality criterion - Name: Key Word Research and Monitoring / Weighting: 15

Quality criterion - Name: Content Optimisation / Weighting: 5

Price - Weighting: 40

II.2.6) Estimated value

Value excluding VAT: £420,000

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

Two 12-months extensions

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

Due to the optional two one-year extensions – see II.2.7

II.2.13) Information about European Union Funds

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

II.2.14) Additional information

Economic operators may be excluded from this competition if they are in any of the situations referred to in the regulation 58 of the Public Contracts (Scotland) Regulation 2015.

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

List and brief description of selection criteria

VS may seek a Parent Company Guarantee if available.

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VS may carry out independent Financial Credit checks on your organisation. The checks undertaken shall provide VS with information on your organisation's risk rating.

It shall be at VS discretion whether we deem the risk to be unacceptable and therefore may exclude your organisation from being taken any further in the Procurement process.

VS also reserve the right to request further information, if no information can be found within the Credit rating system, or the information is incomplete.

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SPD Question 4B.5.1 – It is a requirement of this contract that bidders hold, or can commit to obtain prior to the commence of any subsequently awarded contract, the types and

levels of insurance indicated below:

Employer's (Compulsory) Liability Insurance in accordance with any legal obligation for the time

being in force = 5,000,000(GBP)

Public Liability Insurance = 2,000,000(GBP) for any one incident and unlimited in total

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Please add details of any other relevant insurance policies you may have, along with the level of cover held.

III.1.3) Technical and professional ability

List and brief description of selection criteria

SPD Question 4C.1.2 – Bidders will be required to provide examples that demonstrate that they have the relevant experience to deliver the services/supplies.

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Bidders are required to provide 2 recent case studies detailing their experience over the last 3 years of providing SEO services of similar scale and value.

Case studies should (where possible) also include client name/telephone/ e-mail address information, dates and contract values. VS will have discretion to choose from the list, and thereafter obtain at least two references from the bidder's client base.

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Bidders must demonstrate they have relevant experience of delivering a SEO similar to our requirements.

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open 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.2.2) Time limit for receipt of tenders or requests to participate

Date

11 July 2025

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

11 July 2025

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: February 2028

VI.2) Information about electronic workflows

Electronic payment will be used

VI.3) Additional information

Question 2A.17 – Form of Participation (Notably as part of a group, consortium, joint venture or similar)

Any contract will be entered into with the nominated lead organisation and all members of the consortium, who will in these circumstances each be required to execute said contract together with all ancillary documentation, evidencing their joint and several liabilities in respect of the obligations and liabilities of the contract. It will be for members of the consortium to sort out their respective duties and liabilities amongst each other. For administrative purposes, any associated documentation will be sent to the nominated lead organisation.

Question 2D.1.2 – If a substantial proportion of the work would go to a subcontractor, we may ask for a completed SPD form for those subcontractors (only Sections A and B of Part II and Part III will

be requested). We will advise bidders if we require this information prior to the subcontractor commencing work on the contract.

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=801031.

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.

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:801031)

Download the ESPD document here:

https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=801031

VI.4) Procedures for review

VI.4.1) Review body

Sheriff Court (Edinburgh)

27 Chambers Street

Edinburgh

EH1 1LB

Country

United Kingdom