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Contract

SEMrush - Provision of Digital Diagnostic Tool - Direct Award

Department for Business & Trade

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-035965

Procurement identifier (OCID): ocds-h6vhtk-05558b

Published 30 June 2025, 9:22am

Scope

Reference

PR4839

Description

SEMrush - Provision of Digital Diagnostic Tool - access to SEO Toolkit Business, Traffic & Market Pro and Users Business.

Contract 1

Supplier

- [SEMrush](#)

Contract value

- 15467.40 USD excluding VAT
- 18560.88 USD including VAT

Below the relevant threshold

Date signed

20 May 2025

Contract dates

- 7 June 2025 to 6 June 2026
- 1 year

Main procurement category

Goods

CPV classifications

- 48000000 - Software package and information systems

Procedure

Procedure type

Below threshold - without competition

Supplier

SEMrush

800 Boylston Street

Boston

MA 02199

United States

Email: takunda.mafoti@semrush.com

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

Department for Business & Trade

- Public Procurement Organisation Number: PZZJ-6312-QTTD

Old Admiralty Building

London

SW1A 2DY

United Kingdom

Email: DataAndSystems@businessandtrade.gov.uk

Region: UKI32 - Westminster

Organisation type: Public authority - central government