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Tender

## SEO and ASO Services

ORDNANCE SURVEY LIMITED

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-036886

Procurement identifier (OCID): ocds-h6vhtk-0557c4 ([view related notices](#))

Published 2 July 2025, 3:35pm

## Scope

## Reference

BS.0513

## Description

Ordnance Survey (OS) is Great Britain's National Mapping Service, providing the trusted location data that underpins everyday life. From transport and utilities to housing and logistics, our data supports critical infrastructure, public services, and economic growth. OS also supports the nation getting outside with the award-winning OS Maps app and other OS products, including guidebooks and physical products.

OS maintains the National Map, a vast database of over 600 million geospatial features, updated 20,000 times a day. Our expertise in location intelligence helps businesses, government, and communities make smarter decisions — whether planning sustainable cities, managing climate risks, or improving connectivity — because everything happens somewhere.

As part of the Department for Science, Innovation and Technology (DSIT), we are driving the future of geospatial insights, ensuring Britain remains a leader in location data, and

enabling a better-connected, more efficient, and resilient nation.

OS is divided into two business units: Commercial, which provides geographic data products and services to businesses and Government, and Consumer, helping consumers explore the outdoors using Ordnance Survey's paper maps and OS Maps app.

OS is looking to work with one agency that will manage both SEO (Search Engine Optimisation) and App Store Optimisation (ASO). The agency will provide a cohesive strategy that will maximise SEO and ASO value. The agency will work across the business areas to provide a holistic view of the OS web/app estate and drive organic growth. It will also provide recommendations and support for the consumer web estate migration work and the international roll-out of OS Maps.

### **Total value (estimated)**

- £390,000 excluding VAT
- £468,000 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 1 October 2025 to 1 October 2027
- Possible extension to 1 October 2028
- 3 years, 1 day

Description of possible extension:

The contract term is for 2 years, with an option for an additional 12-month extension, subject to performance

### **Main procurement category**

Services

### **CPV classifications**

- 79342000 - Marketing services
- 79342100 - Direct marketing services

### **Contract locations**

- UK - United Kingdom

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## **Submission**

### **Enquiry deadline**

16 July 2025, 1:00pm

### **Submission type**

Tenders

### **Tender submission deadline**

30 July 2025, 1:00pm

### **Submission address and any special instructions**

<https://in-tendhost.co.uk/os.aspx/Home>

## **Tenders may be submitted electronically**

Yes

## **Languages that may be used for submission**

English

## **Award decision date (estimated)**

6 September 2025

## **Recurring procurement**

Publication date of next tender notice (estimated): 2 June 2028

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## **Award criteria**

<b>Name</b>	<b>Description</b>	<b>Type</b>
Simple description	Full details of the award criteria can be found in the Instructions for Tendering Documentation	Price

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## **Weighting description**

Full details of the award criteria can be found in the Instructions for Tendering Documentation

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## **Other information**

### **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Competitive flexible procedure

### **Special regime**

Concession

### **Competitive flexible procedure description**

Stage 3 is the moderation of the submissions. Stage 4 is the presentation stage for the top three suppliers. Full details are provided in the tender documents.

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## **Documents**

### **Associated tender documents**

<https://in-tendhost.co.uk/os/aspx/Home>

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## **Contracting authority**

### **ORDNANCE SURVEY LIMITED**

- Companies House: 09121572

Explorer House Adanac Drive

Southampton

SO16 0AS

United Kingdom

Contact name: Caroline Eadie

Telephone: +4423 8005 5091

Email: [caroline.eadie@os.uk](mailto:caroline.eadie@os.uk)

Website: <http://www.os.uk>

Region: UKJ36 - Central Hampshire

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)