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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): ocids-h6vhtk-0557c4

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

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

Award criteria

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

Weighting description

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

Other information

Conflicts assessment prepared/revised

Yes

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.

Documents

Associated tender documents

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

Contracting authority

ORDNANCE SURVEY LIMITED

- Companies House: 09121572

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Southampton

SO16 0AS

United Kingdom

Contact name: Caroline Eadie

Telephone: +4423 8005 5091

Email: caroline.eadie@os.uk

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

Region: UKJ36 - Central Hampshire

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