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Tender

## **RFQ for Search Engine Optimisation Services (SEO) for the International School Examinations**

British Council

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

Notice identifier: 2025/S 000-037270

Procurement identifier (OCID): ocds-h6vhtk-0558b2

Published 4 July 2025, 6:47am

### **Scope**

### **Description**

The British Council Partner Schools programme supports schools worldwide to deliver UK international school qualifications on behalf of three UK-based awarding bodies, namely Cambridge International Education, Pearson Edexcel and OxfordAQA. British Council is inviting quotations from reputed and experienced suppliers to provide SEO services for international school exams as per British council requirement. The purpose and scope of this RFQ and supporting documents is to explain in further detail the requirements of the British Council and the process for submitting a proposal in response to this RFQ. Please note that this RFQ is an independent tender from any other circulated RFP or ITT.

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

- £33,913 excluding VAT
- £39,000 including VAT

Below the relevant threshold

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

- 16 July 2025 to 16 July 2026
- Possible extension to 16 July 2027
- 2 years, 1 day

Description of possible extension:

Based on business need and KPI

### **Main procurement category**

Services

### **CPV classifications**

- 79342000 - Marketing services
- 79341000 - Advertising services

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## **Submission**

### **Tender submission deadline**

12 July 2025, 12:59am

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

<https://tap.tcsapps.com/tap2/#/bc-supplier-registration>

## Tenders may be submitted electronically

Yes

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## Award criteria

Name	Description	Type	Weighting
Commercial	Annex2PricingApproach	Price	100%

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## Procedure

### Procedure type

Below threshold - open competition

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## Contracting authority

### British Council

- Public Procurement Organisation Number: PHTN-1551-GCQH

1 Redman Place

London

E20 1JQ

United Kingdom

Contact name: Asraful Islam

Email: [Asraful.Islam@bd.britishcouncil.org](mailto:Asraful.Islam@bd.britishcouncil.org)

Website: <http://www.britishcouncil.org>

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - sub-central government