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Tender

## **Search Engine Optimisation (SEO) Services**

Transport for Wales

F02: Contract notice

Notice identifier: 2023/S 000-037910

Procurement identifier (OCID): ocds-h6vhtk-0429c3

Published 27 December 2023, 8:51am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Transport for Wales

3 Llys Cadwyn, Taff Street

Pontypridd

CF37 4TH

#### **Email**

[procurement@tfw.wales](mailto:procurement@tfw.wales)

#### **Telephone**

+44 2921673434

#### **Country**

United Kingdom

## **NUTS code**

UKL - Wales

## **Internet address(es)**

Main address

<http://tfw.wales>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA50685](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA50685)

## **I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

## **I.3) Communication**

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

<https://etenderwales.bravosolution.co.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://etenderwales.bravosolution.co.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

<https://etenderwales.bravosolution.co.uk>

## **I.4) Type of the contracting authority**

Body governed by public law

## **I.5) Main activity**

Other activity

Transportation

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Search Engine Optimisation (SEO) Services

Reference number

C000845.00

#### **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**

2.1 This contract will help us develop and build our SEO strategy and deliver key SEO activities over a long-term relationship to cement our position as the go to organisation for travel in Wales and the borders.

2.2 Our key objectives are to Increase revenue, Enhance customer experience and Drive modal shift.

As our SEO partner this may take the form of:

- Building a solid Technical SEO platform. To ensure that the tfw.wales website is functioning as fast and as smooth as possible to be able to support demand of traffic levels and use of different devices.
- Assessing on site SEO. To ensure we are found by users, important content is visible and the information is available and clear.

- Identifying off site SEO opportunities and helping us leverage them.

2.3 As an organization we have a portfolio of 30+ websites/apps that are under our control. We're currently in the middle of our '1 domain' project which involves us closing down our subsites and absorbing them into our main website (tfw.wales) to create a 'one stop shop' website and app for users in Wales and the borders. Throughout this strategy we'll need support to boost our main site's SEO performance as well as optimizing the integration process as subsites are absorbed.

2.4 We're responsible for ensuring all of our digital estate is available completely in Welsh, accessible, on brand and user friendly. The appointed SEO agency would be expected to take these criteria into account for any strategy, tactics or actions recommended or undertaken.

2.5 Main sites:

- Tfw.wales | trc.cymru – This is our main website that we wish to maintain and build authority for.

- tickets.trc.cymru/ | tocynnau.trc.cymru/

Our booking engine site that will also need to be maintained, however we wish to funnel users in via tfw.wales.

2.6 Subsites: Here is a selection of our smaller sites that will be absorbed, there may be others as our strategy progresses.

- <https://www.journeycheck.com/tfwrail/>

- <https://www.traveline.cymru/>

- <https://traws.cymru/>

- <https://www.pullmanrail.co.uk/>

- <https://news.tfw.wales/>

- <https://portal.tfw.wales/>

2.7 We're looking to appoint a partner to help us build our SEO strategy and deliver the requirements of this contract with the following key areas of focus:

1. Strategic SEO direction and specialist expertise
2. Technical SEO activities

3. Onsite SEO activities

4. Offsite SEO activities

5. General activities

### **II.1.5) Estimated total value**

Value excluding VAT: £360,000

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 72000000 - IT services: consulting, software development, Internet and support
- 72222000 - Information systems or technology strategic review and planning services

### **II.2.3) Place of performance**

NUTS codes

- UKL - Wales

### **II.2.4) Description of the procurement**

2.7 We're looking to appoint a partner to help us build our SEO strategy and deliver the requirements of this contract with the following key areas of focus:

1. Strategic SEO direction and specialist expertise
2. Technical SEO activities
3. Onsite SEO activities
4. Offsite SEO activities
5. General activities

## 1. Strategic SEO direction and specialist expertise

Collaborating with us to define the long-term vision of TfW's online SEO presence.

Collaborating with us to develop the long-term direction of our SEO strategy to help us achieve that vision.

Develop a robust set of Key Performance Indicators for SEO performance and report on this performance regularly.

Developing impactful SEO activity that helps to achieve our 3 key objectives outlined above and build our distinctive brand to help us own our digital space.

Define our current keyword position and future positioning for different topics that we wish to be an authority on. Including but not limited to rail, bus, walking/wheeling and cycling in Wales.

Providing expert advice and guidance on strategic SEO development. Including industry developments i.e. algorithm changes and how we should adapt our strategy/tactics.

Collaborating with stakeholders and our network of experts / specialists across other brand and marketing activities to ensure campaign work is maximized for SEO impact. For example collaborating with our campaigns agency Golley Slater to ensure marketing campaigns are optimized for SEO.

Drawing on best-in-class knowledge and expertise by working with specialist advisers, agencies, consultants, and suppliers when needed. For example coordinating with third party UI/UX experts to help us undertake audits of areas on our website.

## 2. Technical SEO activities | Including but limited to

Audit and technical assessment of our websites and provide steps to improve performance. For example, image resizing. Providing a list of images on the website that would benefit from being optimized and providing instructions for a developer or content publisher to achieve this.

Collaborate with our development teams, both in house and third party, to fix technical SEO issues.

Manage search consoles, submitting optimised site maps and other associated activities.

## 3. Onsite SEO activities | Including but limited to

Audit on-site content from an SEO point of view and make recommendations to improve

performance and measure impact.

Make User Experience (UX) / User Interface (UI) recommendations that will improve performance and measuring impact.

Assessing a user journey or webpage for Conversion Rate Optimisation (CRO) making recommendations for improving performance and measuring the impact.

Making recommendations/implementing internal linking that increases performance and measuring the impact.

Making recommendations/implementing changes to metadata that increases performance and measuring the impact.

Making recommendations/implementing on-brand tone of voice changes to written content to increase performance and measure the impact.

#### 4. Offsite SEO | Including but limited to

Ability to effectively audit our offsite SEO performance and make recommendations to improve.

Demonstrable experience of building backlinks with relevant and high-ranking domains.

Demonstrable experience of digital PR with relevant and high-ranking domains increasing an aspect of authority for a given subject.

#### 5. General activity | Included but limited to

- Agreement of a preferred way of working. We often work in agile sprints for website releases.

- Agreement to a standard set of Management Information and reporting. We have Google Analytics 4 and a comprehensive dashboard set up that can provide information on the relevant KPI's. We would ask that any supplier also uses this source of information.

### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

Option to extend for up to two periods of 12 months each.

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

#### **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**

Procurement documentation available via the eTender Wales platform with project code project\_55250

- Search Engine Optimisation (SEO) Services and ITT reference itt\_107880



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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

As per the tender documentation.

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

As per the tender documentation.

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## **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

26 January 2024

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English, Welsh

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

29 January 2024

Local time

12:00pm

Place

Remotely

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: The earliest of date procurement will be in three years following contract award.

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

NOTE: The authority is using eTenderwales to carry out this procurement process. To obtain further information record your interest on Sell2Wales at

[https://www.sell2wales.gov.wales/search/search\\_switch.aspx?ID=137595](https://www.sell2wales.gov.wales/search/search_switch.aspx?ID=137595)

(WA Ref:137595)

The buyer considers that this contract is suitable for consortia.

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom