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Contract

Search Engine Optimisation Services (SEO)

VisitScotland

F03: Contract award notice

Notice identifier: 2025/S 000-063872

Procurement identifier (OCID): ocids-h6vhtk-0546d0

Published 9 October 2025, 4:18pm

Section I: Contracting authority

I.1) Name and addresses

VisitScotland

Waverley Court, 4 East Market Street

Edinburgh

EH8 8BG

Email

augustine.toppo@visitscotland.com

Telephone

+44 1314722222

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<http://www.visitscotland.org>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00118

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Marketing/Tourism

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Search Engine Optimisation Services (SEO)

Reference number

VSEH24013

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

Search Engine Optimisation services for VisitScotland

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £370,908

II.2) Description

II.2.2) Additional CPV code(s)

- 72212220 - Internet and intranet software development services
- 72212221 - Internet browsing software development services
- 72421000 - Internet or intranet client application development services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

Main site or place of performance

Edinburgh

II.2.4) Description of the procurement

The primary requirement is to provide Search Engine Optimisation Services (SEO) for <https://www.visitscotland.com>

II.2.5) Award criteria

Quality criterion - Name: Data Analysis & Insights / Weighting: 20

Quality criterion - Name: Technical Search Engine Optimisation / Weighting: 10

Quality criterion - Name: Digital Outreach / Weighting: 10

Quality criterion - Name: Key Word Research and Monitoring / Weighting: 15

Quality criterion - Name: Content Optimisation / Weighting: 5

Price - Weighting: 40

II.2.11) Information about options

Options: Yes

Description of options

Due to the optional two one-year extensions – see II.2.7

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

Economic operators may be excluded from this competition if they are in any of the situations referred to in the regulation 58 of the Public Contracts (Scotland) Regulation 2015.

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.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-031579](#)

Section V. Award of contract

Contract No

VSEH24013

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 October 2025

V.2.2) Information about tenders

Number of tenders received: 16

Number of tenders received from SMEs: 12

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 16

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Big Wednesday

1 Lochrin Square, 92-94 Fountainbridge

Edinburgh

EH3 9QA

Telephone

+44 7800858887

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £370,908

Section VI. Complementary information

VI.3) Additional information

Question 2A.17 – Form of Participation (Notably as part of a group, consortium, joint venture or similar)

Any contract will be entered into with the nominated lead organisation and all members of the consortium, who will in these circumstances each be required to execute said contract together with all ancillary documentation, evidencing their joint and several liabilities in respect of the obligations and liabilities of the contract. It will be for members of the consortium to sort out their respective duties and liabilities amongst each other. For administrative purposes, any associated documentation will be sent to the nominated lead organisation.

Question 2D.1.2 – If a substantial proportion of the work would go to a subcontractor, we may ask for a completed SPD form for those subcontractors (only Sections A and B of Part II and Part III will

be requested). We will advise bidders if we require this information prior to the subcontractor commencing work on the contract.

(SC Ref:812714)

VI.4) Procedures for review

VI.4.1) Review body

Sheriff Court (Edinburgh)

27 Chambers Street

Edinburgh

EH1 1LB

Country

United Kingdom