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Contract

## Competitor Intelligence and SEO Tool

Met Office

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-082092

Procurement identifier (OCID): ocds-h6vhtk-05ea32 ([view related notices](#))

Published 11 December 2025, 2:57pm

### Scope

### Description

Competitor Intelligence and SEO Tool maintain the consistency of measured data.

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## Contract 1. Competitor Intelligence and SEO Tool

### Supplier

- SIMILARWEB UK LIMITED

## **Contract value**

- £118,000 excluding VAT
- £141,600 including VAT

Above the relevant threshold

## **Date signed**

11 December 2025

## **Contract dates**

- 18 December 2025 to 17 December 2027
- 2 years

## **Main procurement category**

Services

## **CPV classifications**

- 48000000 - Software package and information systems
- 72400000 - Internet services

## **Contract locations**

- UK - United Kingdom

## **Justification for not setting key performance indicators**

Tool provides insights, data and recommendations- it's an enabler to business outcomes.

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## **Other information**

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

Yes

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## **Procedure**

### **Procedure type**

Direct award

### **Direct award justification**

Single supplier - technical reasons

Justified to support consistency in data analysis across the years and facilitating the assessment of long-term trends and ensuring key data points are not missed in performance reporting against agreed metrics.

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## **Supplier**

## **SIMILARWEB UK LIMITED**

- Companies House: 08634777
- Public Procurement Organisation Number: PYXV-5846-ZTXD

145 City Road

London

EC1V 1AZ

United Kingdom

Email: [billing@similarweb.com](mailto:billing@similarweb.com)

Website: <http://similarweb.com>

Region: UKI41 - Hackney and Newham

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

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## **Contracting authority**

### **Met Office**

- Public Procurement Organisation Number: PVZW-3234-DTLY

Met Office

Exeter

EX1 3PB

United Kingdom

Email: [procurement.enquiries@metoffice.gov.uk](mailto:procurement.enquiries@metoffice.gov.uk)

Website: <https://www.metoffice.gov.uk/>

Region: UKK43 - Devon CC

Organisation type: Public authority - central government