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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): ocids-h6vhtk-05ea32 ([view related notices](#))

Published 11 December 2025, 2:57pm

Scope

Description

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

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.

Other information

Conflicts assessment prepared/revised

Yes

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.

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

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

Contracting authority

Met Office

- Public Procurement Organisation Number: PVZW-3234-DTLY

Met Office

Exeter

EX1 3PB

United Kingdom

Email: procurement.enquiries@metoffice.gov.uk

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

Region: UKK43 - Devon CC

Organisation type: Public authority - central government