

Ireland: Marketing services

TG4 - Search Engine Optimisation

Contract or concession notice – standard regime

1 *Buyer*

1.1 Buyer

Official name: TG4

Legal type of the buyer: Body governed by public law, controlled by a central government authority

Activity of the contracting authority: Recreation, culture and religion

2 *Procedure*

2.1 Procedure

Title: TG4 - Search Engine Optimisation

Description: TG4, Ireland's national Irish language public broadcaster, invites tender applications for the provision of Search Engine Optimisation (SEO) services. The SEO service will develop an SEO strategy for TG4 and manage TG4's SEO rankings to ensure TG4 content is visible and discoverable within search rankings. The service will advise and direct best practice in terms of site indexation, URL structures, PPC spend and keyword selection and will monitor and track progress on a monthly basis.

Procedure identifier: f228d4f1-be89-4556-8319-d7fa426decba

Internal identifier: CFT 7064892

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79342100 Direct marketing services

Additional classification (cpv): 79342200 Promotional services

Additional classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79340000 Advertising and marketing services

2.1.2 Place of performance

Town: Baile na hAbhann

Country subdivision (NUTS): West (IE042)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 110 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

2.1.6 Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5.1 Lot technical ID: LOT-0001

Title: TG4 - Search Engine Optimisation

Description: TG4, Ireland's national Irish language public broadcaster, invites tender applications for the provision of Search Engine Optimisation (SEO) services. The SEO service will develop an SEO strategy for TG4 and manage TG4's SEO rankings to ensure TG4 content is visible and discoverable within search rankings. The service will advise and direct best practice in terms of site indexation, URL structures, PPC spend and keyword selection and will monitor and track progress on a monthly basis.

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79342100 Direct marketing services

Additional classification (cpv): 79342200 Promotional services

Additional classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79340000 Advertising and marketing services

5.1.2 Place of performance

Town: Baile na hAbhann

Country subdivision (NUTS): West (IE042)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 5 Year

5.1.5 Value

Estimated value excluding VAT: 110 000 Euro

5.1.6 General information

Reserved participation: Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7 Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9 Selection criteria

Sources of selection criteria: Procurement Document

5.1.11 Procurement documents

Languages in which the procurement documents are officially available: English

Languages in which the procurement documents (or their parts) are unofficially available: English

Deadline for requesting additional information: 12/12/2025 17:00 +00:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7064892>

5.1.12 Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=7064892>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Allowed

Deadline for receipt of tenders: 05/01/2026 17:00 +00:00

Deadline until which the tender must remain valid: 12 Month

Information about public opening:

Opening date: 05/01/2026 17:30 +00:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=7064892>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15 Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16 Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: TG4

Organisation providing more information on the review procedures: The High Court of Ireland

Organisation receiving requests to participate: TG4

Organisation processing tenders: TG4

8 Organisations

8.1 ORG-0001

Official name: TG4

Registration number: unknown

Town: Baile na hAbhann

Postcode: H91 X4T0

Country subdivision (NUTS): West (IE042)

Country: Ireland

Email: solathar@tg4.ie

Telephone: 091505050

Buyer profile: www.tg4.ie

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

8.1 ORG-0002

Official name: The High Court of Ireland

Registration number: The High Court of Ireland
Department: The High Court of Ireland
Postal address: Four Courts, Inns Quay, Dublin 7
Town: Dublin

Postcode: D07 WDX8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: HighCourtCentralOffice@courts.ie

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1 ORG-0003

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Postcode: 15125

Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Country: Greece

Email: eproc-esender@eurodyn.com

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 98aa083e-ea6b-4e58-87b1-fb79d4546d12 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 25/11/2025 10:16 +00:00

Languages in which this notice is officially available: English Irish