

IRELAND: IT SERVICES: CONSULTING, SOFTWARE DEVELOPMENT, INTERNET AND SUPPORT

2016 - 11 PROVISION FOR SEO SERVICES

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: An Post_391

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

Activity of the contracting entity: Postal services

2 Procedure

2.1 Procedure

Title: 2016 - 11 Provision for SEO Services

Description: An Post is currently on a major transformation journey. Core to this is the digital strategy as we transition from old world to new, providing the backbone of e-commerce in Ireland, Government services and extending our range of Financial Services. With around 15 million visitors coming to our website every year, making data driven decisions is key to prioritise development and provide business insight. 40 per cent plus of all visits come from organic searches, and it is essential An Post are well positioned and visible in organic search results for all our products and services. Our 5-year ambition is for 10 times growth in online revenue. This journey is already underway and as such you will be a key player in the delivery on this ambition for An Post. The Digital Performance function is focusing on some key moves to drive the online revenue for An Post – SEO is one of these key focus areas and we will need to clearly demonstrate the impact on the bottom line from our SEO activities. We believe that there is a huge opportunity to grow organic traffic through search engine optimisation. While the AnPost.com website ranks in the #1 or #2 position for a lot of key search terms relating to postage, it ranks behind competitors for target keywords in other areas of the business. The successful winning vendor will need to execute the following key SEO activities: 1. SEO Strategy a. Guide the strategy for the SEO programme b. Provide regular industry updates and advise how these impact An Post and may influence the ongoing strategy c. Future proof AnPost.com for a changing digital landscape d. Maximise returns from the search landscape – utilising paid and organic search together e. Prioritise tasks and actions according to expected returns f. Monitor and report on the impact of the SEO programme to An Post 2. On page optimisation a. Keyword research and keyword mapping b. On page optimisation c. Implementation of basic on page updates (i.e. meta data, alt text) d. Content strategy and recommendations 3. Technical Optimisation a. In-depth technical audits on website b. Managing tickets and communication with developers on required updates c. Regular health checks d. Input and testing for the CMS migration project 4. Other a. Link audits and building b. App optimisation c. Competitor reviews d. Video optimisation

Procedure identifier: 1c7f1f17-dff7-4285-8956-eb0a501f8c34

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 72000000 IT services: consulting, software development, Internet and support

Additional classification (cpv): 72212781 System management software development services

Additional classification (cpv): 72212783 Content management software development services

Additional classification (cpv): 72212983 Development software development services
 Additional classification (cpv): 72212984 Program testing software development services
 Additional classification (cpv): 72230000 Custom software development services
 Additional classification (cpv): 72240000 Systems analysis and programming services
 Additional classification (cpv): 72260000 Software-related services
 Additional classification (cpv): 72261000 Software support services
 Additional classification (cpv): 72262000 Software development services
 Additional classification (cpv): 72263000 Software implementation services
 Additional classification (cpv): 72212100 Industry specific software development services
 Additional classification (cpv): 72212219 Miscellaneous networking software development services
 Additional classification (cpv): 72212220 Internet and intranet software development services
 Additional classification (cpv): 72212222 Web server software development services
 Additional classification (cpv): 72212331 Project management software development services
 Additional classification (cpv): 72212451 Enterprise resource planning software development services
 Additional classification (cpv): 72212460 Analytical, scientific, mathematical or forecasting software development services
 Additional classification (cpv): 72212461 Analytical or scientific software development services
 Additional classification (cpv): 72212517 IT software development services

2.1.4 General information

Legal basis:

Directive 2014/25/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: 2016 - 11 Provision for SEO Services

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Internal identifier: 2016 - 11

5.1.1 Purpose

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Additional classification (cpv): 72212983 Development software development services

Additional classification (cpv): 72212984 Program testing software development services

Additional classification (cpv): 72230000 Custom software development services

Additional classification (cpv): 72240000 Systems analysis and programming services

Additional classification (cpv): 72260000 Software-related services

Additional classification (cpv): 72261000 Software support services

Additional classification (cpv): 72262000 Software development services

Additional classification (cpv): 72263000 Software implementation services

Additional classification (cpv): 72212100 Industry specific software development services

Additional classification (cpv): 72212219 Miscellaneous networking software development services

Additional classification (cpv): 72212220 Internet and intranet software development services

Additional classification (cpv): 72212222 Web server software development services

Additional classification (cpv): 72212331 Project management software development services

Additional classification (cpv): 72212451 Enterprise resource planning software development services

Additional classification (cpv): 72212460 Analytical, scientific, mathematical or forecasting software development services

Additional classification (cpv): 72212461 Analytical or scientific software development services

Additional classification (cpv): 72212517 IT software development services

5.1.6 General information

Procurement Project not financed with EU Funds.

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

5.1.7 Strategic procurement

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 additional information about the procurement procedure: European Dynamics S.A.

Organisation providing offline access to the procurement documents: An Post_391

TED eSender: European Dynamics S.A.

6 Results

Value of all contracts awarded in this notice: 0 Euro

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: PROFESSIONAL GRANITE CONSULTING LIMITED

Tender:

Tender identifier: 000033418

Identifier of lot or group of lots: LOT-0001

Subcontracting value is known: no

Subcontracting percentage is known: no

Contract information:

Identifier of the contract: 396606

Date of the conclusion of the contract: 07/02/2024

The contract is awarded within a framework agreement: no

8 Organisations

8.1 ORG-0001

Official name: An Post_391

Registration number: 98788

Postal address: General Post Office

Town: Dublin 1

Postcode: D01 F5P2

Country: Ireland

Email: sean.odwyer@anpost.ie

Telephone: +353 1 7057000

Internet address: <https://www.anpost.com>

Buyer profile: <https://www.anpost.com>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1 ORG-0002

Official name: PROFESSIONAL GRANITE CONSULTING LIMITED

Registration number: 465818

Postal address: City Quarter, Lapps Quay

Town: Cork

Postcode: T12KWC0

Country: Ireland

Email: robert.carpenter@granite.ie

Telephone: 021 242 7890

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1 ORG-0003

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: Ireland
Email: HighCourtCentralOffice@courts.ie
Telephone: +353 1 8886000
Roles of this organisation:
Review organisation

8.1 ORG-0004

Official name: European Dynamics S.A.
Registration number: 002024901000
Department: European Dynamics S.A.
Town: Athens
Country: Greece
Email: eproc-esender@eurodyn.com
Telephone: +30 2108094500
Roles of this organisation:
TED eSender
Organisation providing additional information about the procurement procedure

11 Notice information

11.1 Notice information

Notice identifier/version: 9c09f4f3-d044-4df9-8c5e-4749906f311e - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice dispatch date: 09/05/2024 11:26 +01:00
Languages in which this notice is officially available: English

11.2 Publication information