

352987-2026 - Competition

Ireland – IT services: consulting, software development, Internet and support – 0041 -
Qualification System for the Provision of Search and Generative Engine Optimisation (SEO and
GEO) Services

OJ S 98/2026 22/05/2026

Notice on the existence of a qualification system
Services

1. Buyer

1.1. Buyer

Official name: An Post_391

Email: procurementteam@anpost.ie

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: 0041 - Qualification System for the Provision of Search and Generative Engine
Optimisation (SEO and GEO) Services

Description: An Post is seeking to establish a Qualification Panel of suppliers capable of
delivering the services as follows. As of 2026, An Post has an established digital presence
across a range of products and services, with AnPost.com acting as its primary customer-
facing digital platform. As well as being a key acquisition channel, organic search plays a
critical role in enabling customers to discover, access and engage with An Post services.
Aligned with An Post's wider Digital strategy and the rapidly fragmenting search landscape, An
Post is seeking to establish a panel of suppliers capable of supporting both traditional Search
Engine Optimisation (SEO) and emerging AI Search and Generative Engine Optimisation
(GEO), ensuring sustained visibility across current and future search environments. This panel
will cover strategic advisory, optimisation execution, technical deployment, and performance
measurement and reporting activities related to enhancing An Post's visibility in traditional and
emerging search engines. The Qualification Panel may remain open for a period of up to 10
years.

Procedure identifier: 4b553efe-7573-46de-83f7-d2784baf301c

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

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): 72212100 Industry specific software development services,
72212219 Miscellaneous networking software development services, 72212220 Internet and
intranet software development services, 72212222 Web server software development services
, 72212331 Project management software development services, 72212451 Enterprise
resource planning software development services, 72212460 Analytical, scientific,

mathematical or forecasting software development services, 72212461 Analytical or scientific software development services, 72212517 IT software development services, 72212781 System management software development services, 72212983 Development software development services, 72212984 Program testing software development services, 72240000 Systems analysis and programming services

2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)
Country: Ireland

2.1.4. General information

Legal basis:

Directive 2014/25/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: 0041 - Qualification System for the Provision of Search and Generative Engine Optimisation (SEO and GEO) Services

Description: An Post is seeking to establish a Qualification Panel of suppliers capable of delivering the services as follows. As of 2026, An Post has an established digital presence across a range of products and services, with AnPost.com acting as its primary customer-facing digital platform. As well as being a key acquisition channel, organic search plays a critical role in enabling customers to discover, access and engage with An Post services. Aligned with An Post's wider Digital strategy and the rapidly fragmenting search landscape, An Post is seeking to establish a panel of suppliers capable of supporting both traditional Search Engine Optimisation (SEO) and emerging AI Search and Generative Engine Optimisation (GEO), ensuring sustained visibility across current and future search environments. This panel will cover strategic advisory, optimisation execution, technical deployment, and performance measurement and reporting activities related to enhancing An Post's visibility in traditional and emerging search engines. The Qualification Panel may remain open for a period of up to 10 years.

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

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

Additional classification (cpv): 72212100 Industry specific software development services, 72212219 Miscellaneous networking software development services, 72212220 Internet and intranet software development services, 72212222 Web server software development services , 72212331 Project management software development services, 72212451 Enterprise resource planning software development services, 72212460 Analytical, scientific, mathematical or forecasting software development services, 72212461 Analytical or scientific software development services, 72212517 IT software development services, 72212781 System management software development services, 72212983 Development software development services, 72212984 Program testing software development services, 72240000 Systems analysis and programming services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Start date: 14/07/2026

Duration end date: 02/12/2036

5.1.4. Renewal

Maximum renewals: 0

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

5.1.9. 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

Address of the procurement documents: <https://www.etenders.gov.ie/epps/dps/listDPSContractDocuments.do?resourceId=8207924>

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=8207924>

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

Deadline for receipt of requests to participate: 02/12/2036 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Terms of contract:

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

5.1.16. Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing additional information about the procurement procedure: An Post_391

Organisation providing offline access to the procurement documents: An Post_391

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

Organisation receiving requests to participate: An Post_391

Organisation processing tenders: An Post_391

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 subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: procurementteam@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 additional information about the procurement procedure
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: d87437cd-548d-452b-ac12-16ff8dc97fc1 - 01
Form type: Competition
Notice type: Notice on the existence of a qualification system
Notice subtype: 15

Notice dispatch date: 21/05/2026 12:48:09 (UTC+01:00) Central European Time, Western European Summer Time

Languages in which this notice is officially available: English

Notice publication number: 352987-2026

OJ S issue number: 98/2026

Publication date: 22/05/2026