

SEO Services Cost  
\$120.0K-\$240.0K/year

Software Dev Cost  
\$200.0K-\$1000.0K/year

Digital Marketing Cost  
\$120.0K-\$420.0K/year

Filter Data

Year

All Years

▼

Service Category

All Services

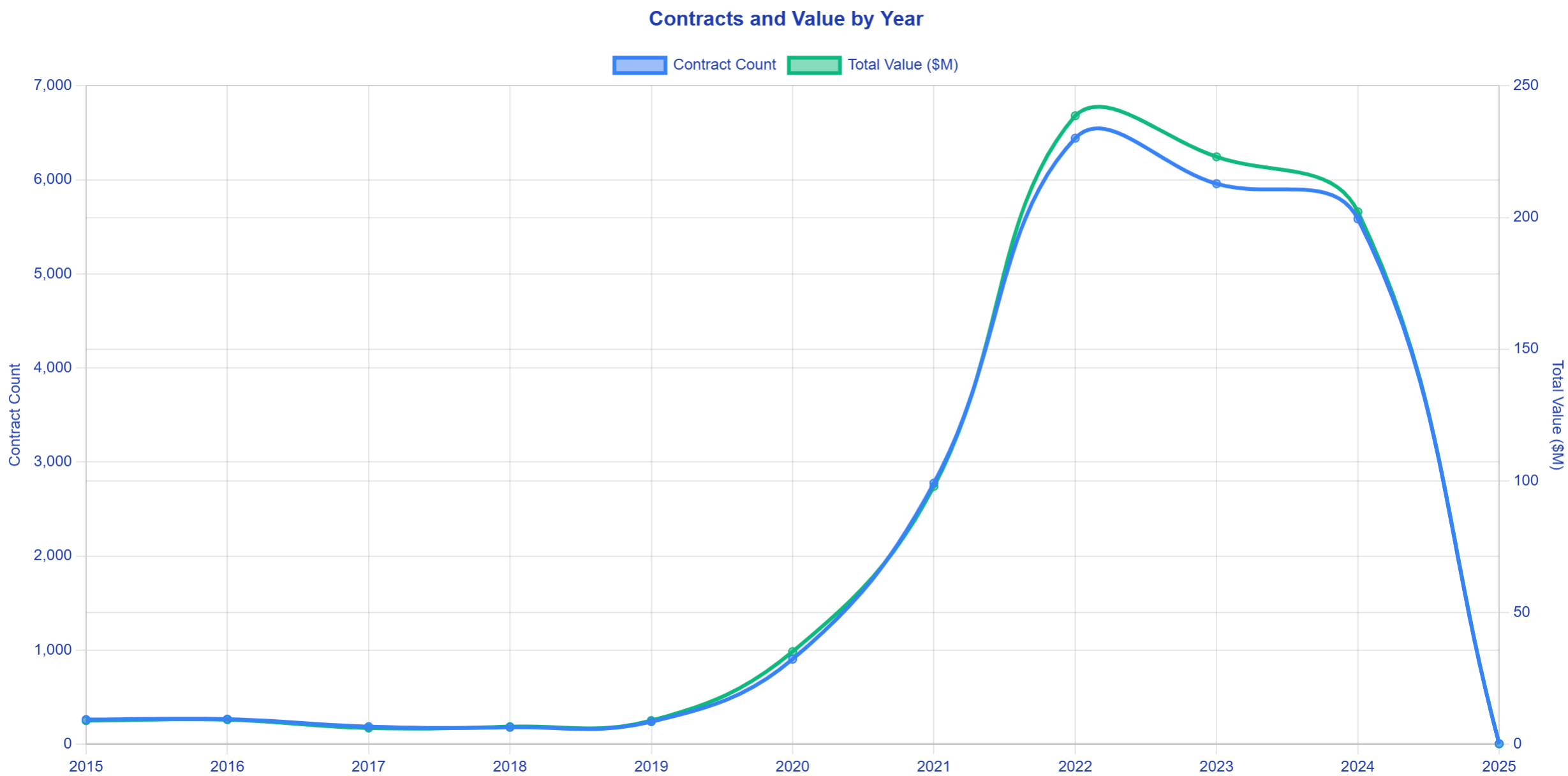
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Department

All Departments

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📅 Contracts and Value by Year



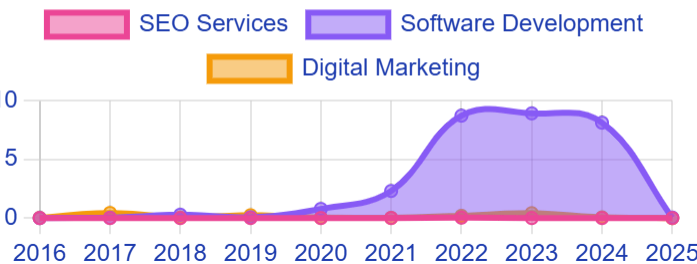
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📊 Contract Value by Department

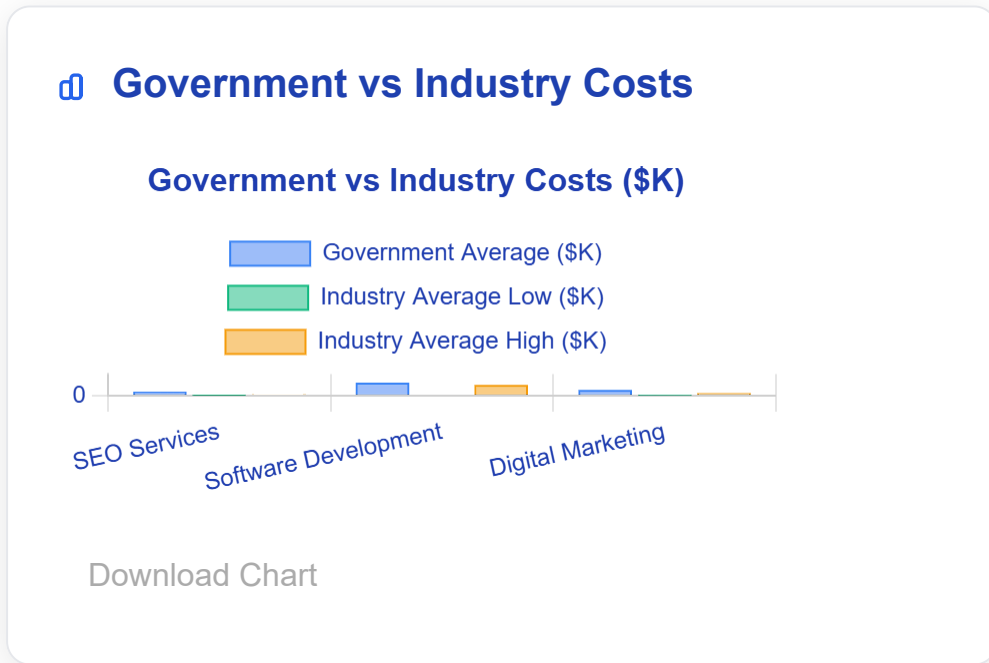
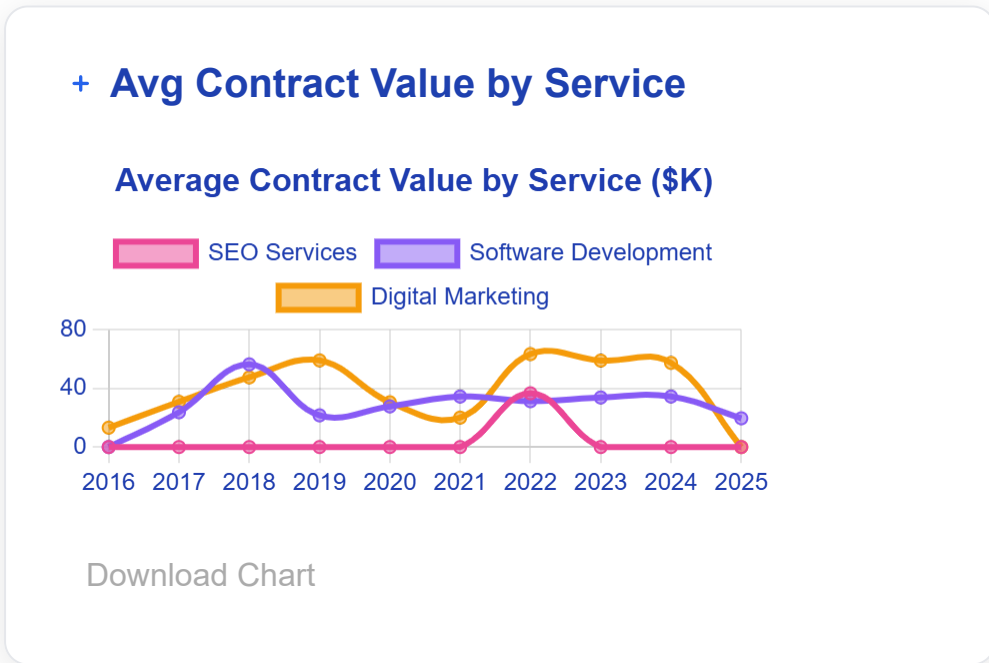
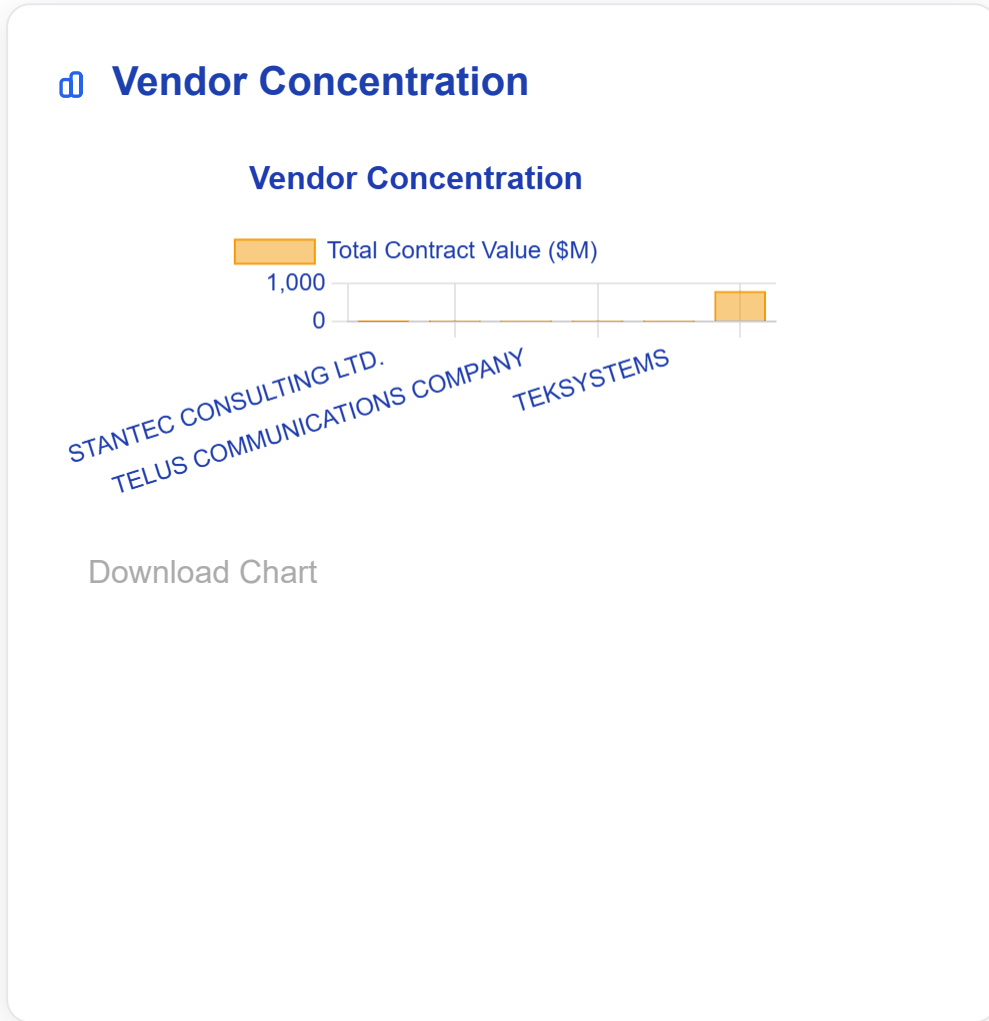
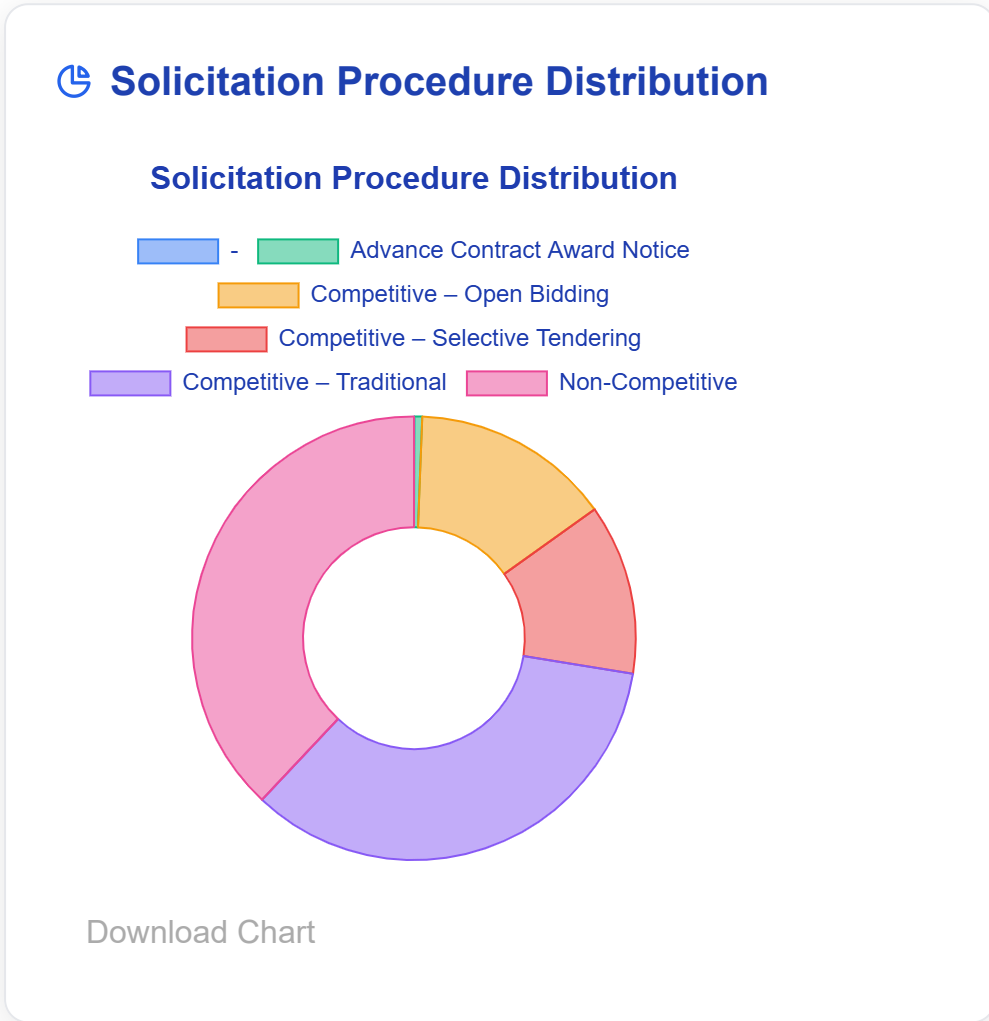
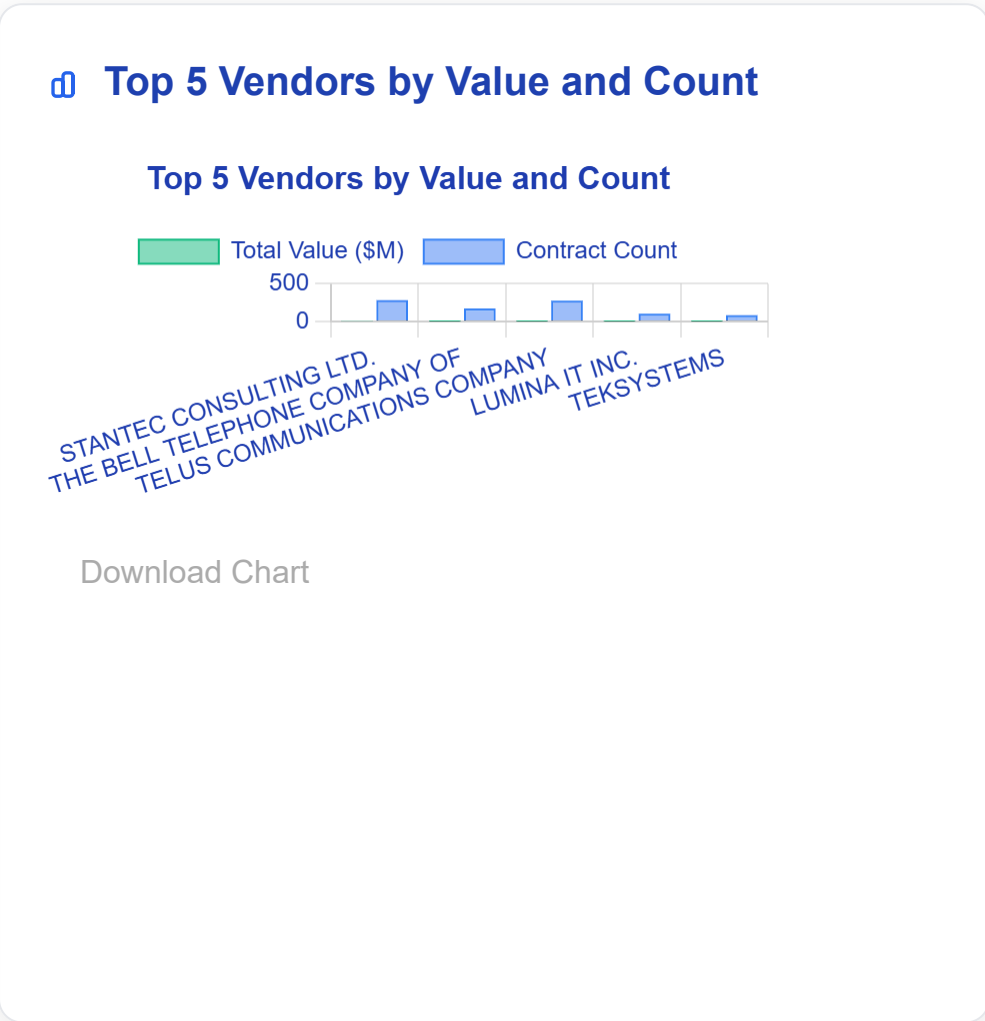
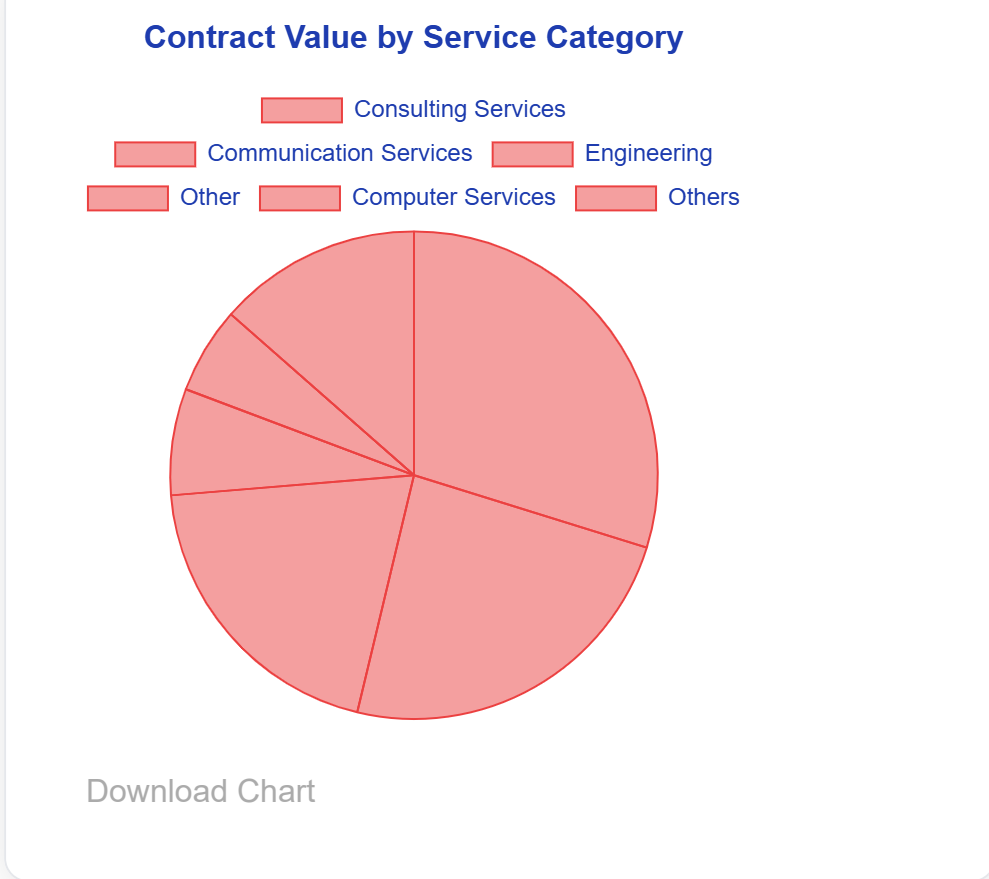
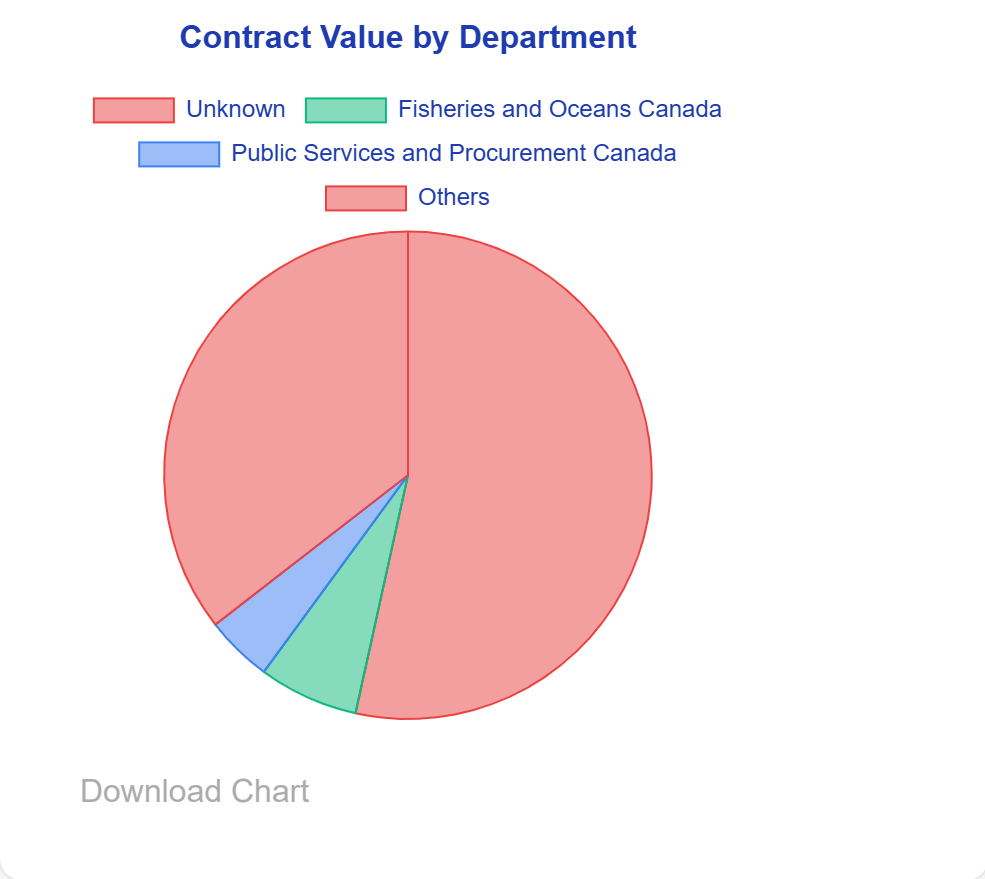
📊 Contract Value by Service Category

+ Digital Services Value Trends

Digital Services Value Trends Over Time (\$M)



Download Chart



### Predicted RFP Costs for 2025

Service	Predicted Value (\$)	Estimated Range (\$)
SEO Services	32091.51953125	28591.23046875-35591.80859375

Service	Predicted Value (\$)	Estimated Range (\$)
Software Development	52044.671875	48544.37890625-55544.9609375
Digital Marketing	8501.8203125	5001.52978515625-12002.1103515625
Web Development	39529.05859375	36028.76953125-43029.3515625

## Procurement Analysis Report

### 1. Cost of Supplying SEO Services to the Federal Government for One Year

The estimated cost of supplying SEO services to the federal government for one year ranges from **\$120000 to \$240000**. This estimate accounts for a mid-to-enterprise level engagement, including compliance with Section 508 accessibility standards and FAR regulations, as well as ongoing optimization and reporting requirements.

### 2. Cost of Supplying Software Development Services to the Federal Government

The estimated cost for software development services for the federal government is between **\$200000 and \$1000000 per year** for a moderately complex project, such as a custom application. This includes development, testing, FedRAMP compliance, security audits, and maintenance. Larger projects, like enterprise system integrations, could exceed \$5 million annually.

### 3. Cost of Providing Digital Marketing Services (PPC and Content Marketing)

The cost of providing digital marketing services, including PPC and content marketing, to the federal government is estimated at **\$120000 to \$420000 annually**. This includes strategy development, campaign management, multilingual content creation, and compliance with federal accessibility and transparency guidelines.

### 4. Trends in Government Procurement for Digital Services

- Increased use of e-procurement systems like BidNet Direct and Find RFP for streamlined bidding.
- Focus on small and local businesses, with 94% of SEO agencies serving such clients in 2024.
- Adoption of AI technologies, with 61% of agencies planning AIO optimization at \$937/month.
- Use of closed RFPs for specialized digital projects to reduce vendor pool.
- Emphasis on compliance and transparency under FAR regulations.

The 'Digital Services Value Trends' chart above highlights the growth of SEO Services, Software Development, and Digital Marketing over time, reflecting the increasing focus on digital transformation in government procurement.

### 5. Comparison of Past Bid Values to Industry Standards

Government bids for digital services are generally higher than industry standards due to compliance requirements and project scale. The table below compares average government bid values to industry standards:

Service	Government Average (\$/year)	Industry Average Range (\$/year)
SEO Services	180000	18000-60000
Software Development	600000	50000-500000
Digital Marketing	270000	12000-120000

The 'Government vs Industry Costs' chart above visualizes this comparison, showing that government costs often exceed private sector averages due to regulatory complexity.

### 6. Estimated Price Range for Similar RFPs

The price range for RFPs depends on scope and complexity. Below are estimated ranges for SEO Services, Software Development, and Digital Marketing RFPs:

Service	Small Scope (\$/year)	Large Scope (\$/year)
SEO Services	60,000-120,000/year	180,000-360,000/year
Software Development	100,000-300,000/year	1,000,000-5,000,000+/year

Service	Small Scope (\$/year)	Large Scope (\$/year)
Digital Marketing	60,000-180,000/year	240,000-600,000/year

The 'Predicted RFP Costs for 2025' table above provides model-driven estimates with confidence intervals for specific services, accounting for scope and complexity.

Recommendations

- Target RFPs in Software Development and SEO Services, where contract values are growing rapidly.
- Invest in Digital Marketing expertise, focusing on PPC and content marketing, to capture emerging opportunities.
- Monitor StatsCanada for competitive bidding opportunities, especially in high-value departments like Unknown.