



G-Cloud 14 - Service Definition

Analytics and SEO services

Torchbox is an employee-owned independent digital agency for the public and nonprofit sectors.

Torchbox has established itself as the leading digital marketing agency for organisations working in a socially progressive space. Our clients include nonprofits, government bodies, public sector organisations, unions and universities.

Our award-winning services include pay-per-click (PPC) management, paid social media, SEO consultancy, email marketing, analytics support and digital strategy. Our clients include NHS.UK, British Film Institute (BFI), Oxfam GB, Guy's and St Thomas' NHS Foundation Trust, Disasters Emergency Committee (DEC), Great Ormond Street Hospital Charity, Greenpeace UK, the British Medical Association and many others.

Torchbox holds ISO 27001:2013 certification, certificate number: 357732021

Torchbox provides a range of analytics and SEO cloud services, including:

Google Analytics 4

Torchbox provides end-to-end Google Analytics 4 support to charities, nonprofits, and public sector organisations around the world. From establishing what success looks like, through to setting up robust tracking that makes full use of the enhanced features and functionality offered by GA4, we support our clients at each step of the journey towards adopting Google Analytics 4. Service features:

- Google Analytics 4 setup and account audits
- Universal Analytics to Google Analytics 4 migration strategy and roadmap
- Measurement strategy and frameworks
- Remote and in-house Google Analytics 4 training

Google Analytics Consultancy

We provide analytics support and consultancy to help organisations understand and demystify digital data, including establishing what success looks like, setting up robust tracking and visualising data in bespoke dashboards. Service features:

- Google Analytics 4 setup and consultancy
- Universal Analytics to Google Analytics 4 migration
- Measurement strategy and frameworks
- Google Tag Manager setup, audits, management and maintenance
- Design and build of interactive Google Data Studio dashboards
- Remote and in-house Google Analytics training
- Enhanced e-commerce tracking implementation

Google Analytics Training

We provide analytics training to help organisations understand and demystify digital data. Our bespoke training sessions cover everything from establishing what success looks like, through to setting up robust tracking and onto

visualising your data in bespoke dashboards. Service features:

- Basic, intermediate and advanced analytics training
- Core areas of tracking covered
- Setup and audit of Google Analytics and Google Tag Manager
- Design and build of interactive Google Data Studio dashboards
- Google Analytics alternative tool analysis
- Measurement strategy and frameworks
- 1-2-1 and group training sessions
- Tailored, bespoke agendas
- Remote or inhouse
- Bespoke how-to guides

Search Engine Optimisation (SEO)

We provide a full suite of SEO services, from migrating your site to a new CMS, rebuilding from the ground up, or looking to protect your rankings. Service features:

- One-off SEO audits and health checks
- Site migration support (IA recommendations, content design guides, risk analysis)
- Technical auditing
- Content audit and strategy
- Content gap analysis
- Keyword analysis and rank tracking
- Lost ranking analysis
- Competitor and landscape review
- Penalty recovery
- Ongoing consultancy
- Google Analytics and Search Console account optimisation

- SEO training and how-to guides

Search Engine Optimisation (SEO) Training

We provide basic, intermediate and advanced SEO training for public sector teams to build capability and help manage a programme of SEO for your organisation. Service features:

- Basic, intermediate and advanced SEO training
- Core areas of search engine optimisation covered
- Technical SEO training
- SEO training for content design
- International and local SEO training
- SEO and PPC strategy training
- 1-2-1 and group training sessions
- Tailored, bespoke training sessions
- Tool analysis, overview and comparison (Moz, Ahrefs, Google Search Console etc)
- Remote or inhouse
- Bespoke how-to guides

Technical SEO Consulting

We provide a full suite of SEO consultancy services including technical auditing, site speed, schema markup and structured data recommendations. Service features:

- Technical auditing
- Site and domain migration support
- Schema markup and structured data recommendations
- Domain and subdomain consolidation
- Site speed recommendations

- Redirection mapping
- IA auditing and page hierarchy assessment
- Competitor analysis
- Penalty recovery
- Ongoing consultancy
- Technical SEO training and how-to guides

Onboarding and SLAs

Onboarding

Planning and onboarding tasks include:

- Kickoff meeting (remote or inhouse) to establish priorities, workflow processes.
- In-depth reviews of previous projects and reports.
- Tool onboarding and configuration (Google Analytics, Google Tag Manager, Moz etc)

SLAs and pricing

Digital marketing services are provided during UK office hours, excluding bank holidays.

Work is charged per statement of work, on a time and materials or fixed-price basis, based on SFIA rate card. Please see our Pricing Document for volume discount information.

Invoicing

We invoice monthly in arrears for digital marketing services.

Contract termination

There are no minimum contract lengths and we require 4 weeks notice for

contract termination.

Business continuity and disaster recovery

We maintain and share up-to-date business continuity and disaster recovery plans on our intranet for our staff and clients. We'd be happy to share these with you upon request.