

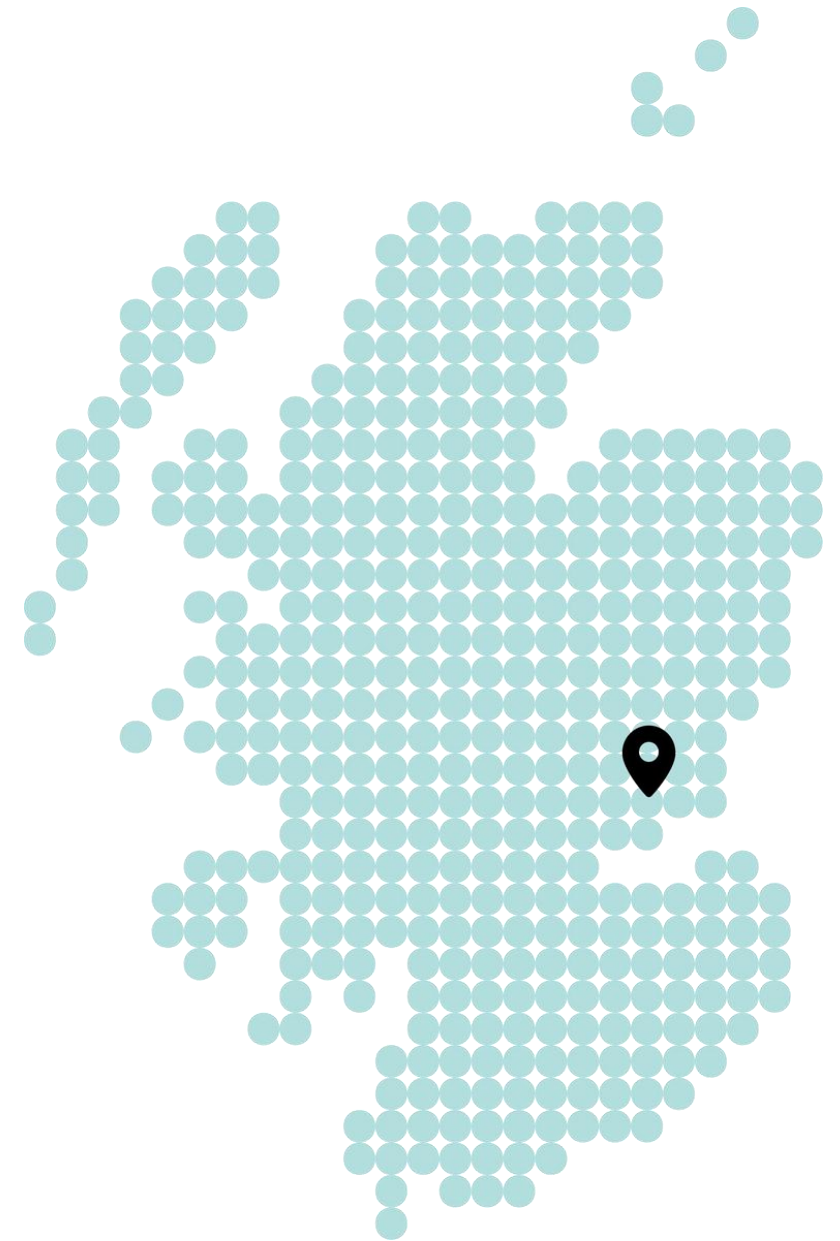
GCloud 15 Lot 3 Services



Experts in Cloud Engineering Service Design & Data and AI

We are an ISO27001, ISO9001, ISO14001 and Cyber Essentials Plus certified Scottish-based company that delivers user-centric software solutions, driving digital transformation for public and private sector clients. Our expertise includes citizen-centric service design, digital transformation projects, data management, cloud architectures, artificial intelligence and software development.

Our experience and deep understanding of the public sector with a particular expertise in digital service standards makes us a trusted partner for government agencies and organisations seeking to enhance their digital services.



Ember are always trying to push the boundaries of technology and of what's feasible and what's possible. That's an attitude I love. I love pushing the boundaries of what's possible and never settling for 'good enough'





Digital Marketing

Find out more on Ember by visiting: **www.ember.ltd**

Digital Marketing

How we can help

Digital marketing in public sector and regulated environments requires clarity, control, and accountability.

Visibility today is shaped by how content, search, and digital platforms work together across traditional search engines and AI-led discovery tools.

Without a joined-up approach, organisations can face inconsistent discoverability, duplicated effort, unclear performance signals, and limited assurance over outcomes.

We support organisations in designing and operating digital marketing systems that improve discoverability while remaining measurable, governed, and aligned with organisational objectives.

Our approach focuses on strategy-led digital delivery. Activity is evidence-based, compliant, and sustainable over time rather than campaign-driven or dependent on individual channels.

We help teams establish clear priorities, measurable outcomes, and practical frameworks that can be operated within existing governance and delivery models.

Our Digital Marketing services

- Assess current digital performance, visibility, and risk
- Define strategy aligned to organisational objectives and user needs
- Integrate search, content, and AI discovery into a single operating model
- Improve discoverability across search engines and AI answer platforms
- Establish scalable SEO and content frameworks Implement measurement, reporting, and assurance mechanisms
- Support continuous improvement through controlled optimisation
- Enable internal teams through structured knowledge transfer

Digital Marketing

We provide strategic and operational digital marketing support to improve discoverability, authority, and performance in a controlled and transparent way.

Our service aligns digital strategy with user intent, data, and technology, supporting service delivery, public accountability, and long-term value through governed, maintainable digital systems.

Features

- Digital audits and opportunity assessment
- User journey and search intent mapping
- Channel and platform strategy
- Technical SEO and site architecture
- On-page, semantic, and keyword optimisation
- AI search and answer engine optimisation
- SEO performance monitoring and reporting
- Search visibility and authority improvement
- Content audits and gap analysis
- Editorial governance and performance optimisation

Benefits

- Improves discoverability of public services and information
- Provides clear, evidence-based direction for digital growth
- Aligns digital activity with real user needs and intent
- Strengthens authority and trust through consistent visibility
- Reduces duplication and inefficiency across channels
- Supports decision-making through measurable outcomes
- Enables sustainable, long-term performance improvement
- Builds internal capability through documented frameworks and knowledge transfer



For all questions and queries related to our pricing,
please contact frameworks@ember.ltd

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