

A man and a woman are standing in a server room, looking at a laptop. The man is wearing glasses and a light blue shirt, and the woman is wearing a dark blue shirt. They are both wearing lanyards with ID badges. The background shows rows of server racks with blue lights. A large red semi-circle is overlaid on the left side of the image.

delaware

G-Cloud 15 – Lot 3

Search, SEO & GEO Optimisation for Cloud Websites

delaware Digital LLP

we commit. we deliver.

delaware Digital:

public sector digital cloud services

We commit. We deliver.

delaware Digital delivers outcome led- cloud services for **digital experience platforms** - helping public sector organisations **plan, migrate, run and continuously improve** websites, portals, content and asset platforms, and connected customer experience capabilities.

Whether you need stable BAU support, a safe migration, or a change programme to unlock value from your digital estate, we provide a consistent, repeatable approach designed to reduce delivery risk and improve service performance over time.

With **5,000 professionals across 38 offices in 20 countries**, our UK & Ireland teams combine local delivery confidence with global capability for scale and specialist reach.



At a glance



Outcome-led **digital & CX cloud services**, shaped for public sector governance and audit needs.



Delivery across the lifecycle: **discovery and roadmapping, set up and migration, integration enablement, training / adoption, and ongoing support and optimisation (AMS).**



Backed by delaware's wider **Microsoft and SAP** capability to support secure integration, data foundations and resilient operations where in scope.



Menu style support: choose what you need (from break/fix to proactive improvement), with coverage scalable as requirements change (including extended hours/out- of -hours by agreement).



Responsible AI by design: where AI-enabled- capabilities are introduced, governance and controls are treated as essential foundations.

How buyers engage with us

We support both direct award and competitive selection, depending on your requirement and the route you choose on G Cloud. Services can be bought as discrete outcome packages or combined into an -end-to-end- **plan → deliver → run → improve** engagement.

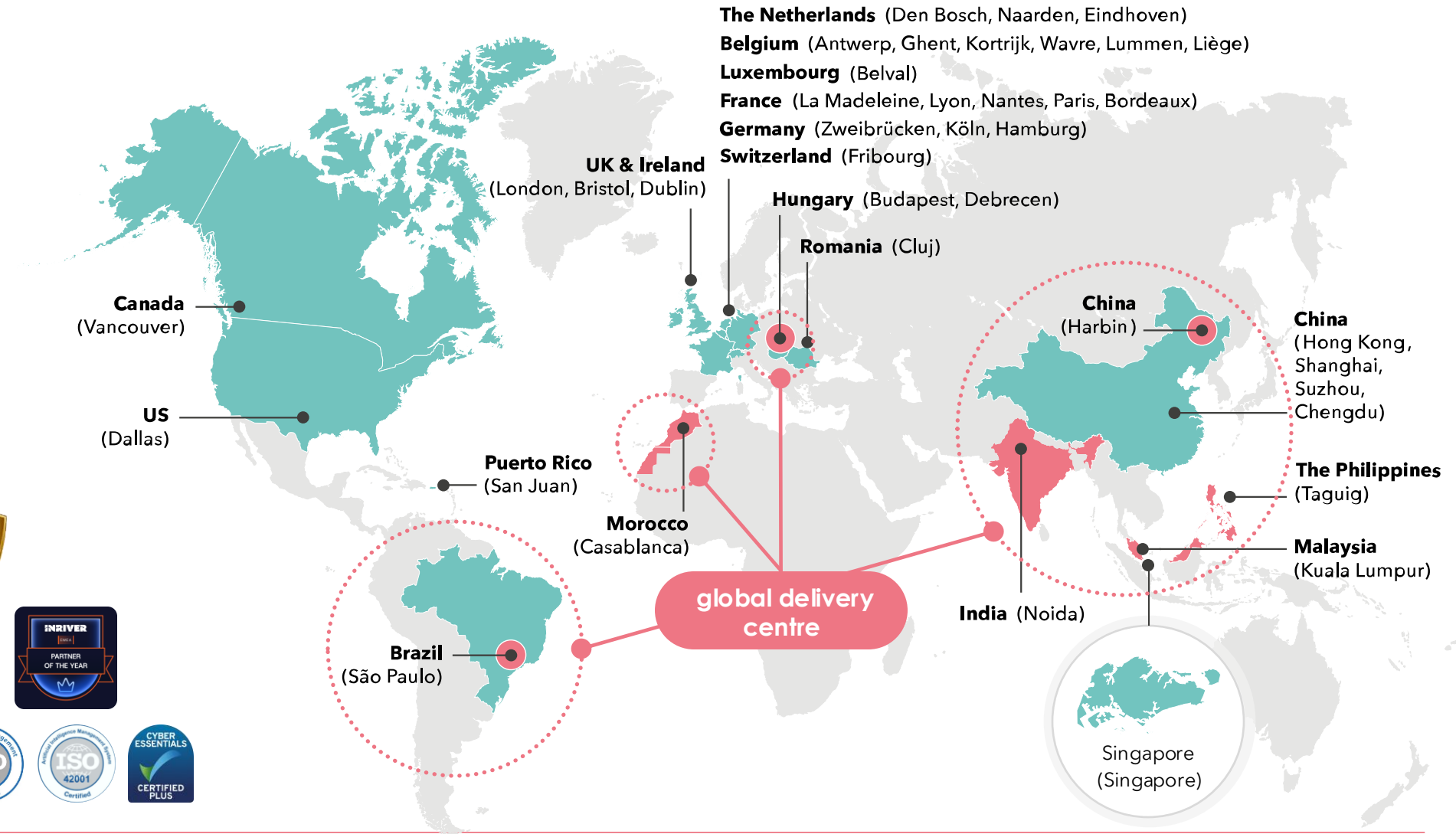
About delaware

5,000 professionals

38 offices in
20 countries

£500M+
revenue

Our partner ecosystem



Your trusted transformation partner (Digital, backed by Microsoft and SAP)

We make the technology you use to connect with **citizens, customers, service users and colleagues** work better, faster, easier and more cost-effectively.



Enhancing experiences

delaware Digital elevates your digital landscape to streamline everyday operations, support service improvement, and deliver richer, more intuitive experiences.



True end-to-end- partnership

From strategic road mapping through implementation and migration, to ongoing optimisation and support, delaware Digital is by your side throughout your digital transformation journey.



Enabling you to make the most of AI

Our partner ecosystem and specialists help you apply automation and AI where it is appropriate and beneficial - improving efficiency and freeing teams to focus on the work that matters most.



Putting trust back in your data

We help you consolidate and govern your data to create a single source of truth, reduce overheads, improve productivity, and unlock the potential of AI and analytics.



Backed by enterprise cloud foundations (Microsoft and SAP)

Digital services rarely exist in isolation. When your digital estate connects to enterprise platforms, integration services and data foundations, delaware Digital is backed by delaware's wider **Microsoft and SAP** practices - strengthening delivery where Azure/Microsoft services and SAP landscapes are in scope, and supporting public-sector expectations for security, continuity- and governance.



Managed Services: choose what you need

delaware provides tailor-made Managed Services. Buyers can select only the components they require and **scale coverage as needs change** - helping avoid paying for unused capability while retaining a clear path to expand support as services become more critical.



Assurance, security and responsible AI

We operate with an assurance-first mindset, with governance and evidence built into how we deliver and run services. Typical measures include security monitoring and logging aligned to platform tooling (where in scope), BCDR planning with tested runbooks, and responsible AI governance for any AI-assisted delivery.



Sustainability and social value

We align delivery to the Social Value Model and embed sustainability into how we work - including remote-first delivery by default and practical "green IT" improvements (for example, right-sizing non-production environments and retention/data lifecycle controls). Contract-specific commitments are agreed at mobilisation and reported through governance.



Pricing and value for money

We aim for transparent, auditable pricing that maps clearly to roles and outcomes, with explicit assumptions and change control to prevent unplanned cost growth. Menu-style service design helps avoid paying for unnecessary coverage, and we use automation and repeatable accelerators to improve consistency and reduce BAU effort where possible.

What delaware Digital delivers

We deliver digital platform enablement and cloud support across the full customer experience estate - from content and experience platforms to commerce, product data and CRM - supported by integration, data, change and managed services.

Core capability areas

Websites: Content Management Systems (CMS), Digital Asset Management (DAM) and web content operations

Portals: Digital Experience Platforms (DXP) and self-service- experiences

Web shops: Product Information Management (PIM) and e-commerce enablement and operational readiness

Apps: Platform integration and connected experiences

CRM: Adoption, configuration and optimisation

Platform and partner ecosystem

We work with the industry-leading platforms across the digital experience ecosystem, ensuring our customers only receive the best solutions. Examples include:

- Optimizely
- Inriver
- Kontent.ai
- Sitecore
- Akeneo
- Virto Commerce
- Salesforce
- Hubspot
- SAP CX
- Kentico
- Keyshot
- Aprimo

Foundations

Integrations: API/iPaaS integration and connected platform services

Implementation: requirement gathering, solution design and configuration, system build and testing, deployment management, and transition to business-as-usual operations

Data: governance, structure and “single source of truth” enablement

Change: adoption support, training coordination and operational readiness

AMS: ongoing support, optimisation and continuous improvement

We also support findability, content performance and measurement (for example SEO/GEO, analytics and reporting) as part of operating and improving digital services.

Some key customers/prospects



The delaware Digital team

UK facing contacts for Digital delivery, governance and support.



Alan Edmondson

Head of Digital UK

- delaware Director
- delaware Management Committee Member
- 20+ years sales & marketing experience



SCOPE



Wildstone



lifetime

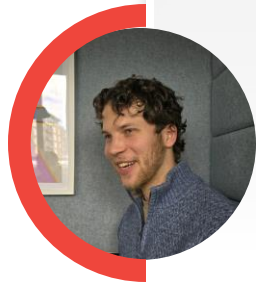
RIDGE

SHARP

Third
Bridge



Quality
Compliance
Systems



Adam Putt

Project manager, Support lead

- Accessibility specialist (WCAG 2.2 AA and EAA compliance)
- Product Information Management (PIM) expert
- Agile project management methodology certified
- Certified Kontent.ai developer



SCOPE



lifetime

SHARP

Third
Bridge



Quality
Compliance
Systems



Alastair Brown

Head of Digital Delivery UK

- Delivery management expert
- Digital solutions project management certified
- Deep System Integration knowledge
- Scaled Agile Framework certified



SCOPE



Wildstone



lifetime

RIDGE

SHARP

Third
Bridge



Quality
Compliance
Systems



Max Williams-Grey

Project manager

- Pre-sales to go-live - project lifecycle specialist
- Agile project management methodology certified
- Optimizely Opal administration certified
- Responsible AI implementation certified

SHARP



Third
Bridge



Stuart Tait

Senior Digital Consultant

- 30+ years marketing and ecommerce experience
- Digital solutions expert
- Sales certified



Jay Warren

Delivery Consultant

- Certified Kontent.ai developer
- Agile project management certified
- Optimizely Opal certified
- Akeneo integrations & product experience certified



Taylor Gorman

Procurement Lead Consultant

- 10 years commercial experience
- Sales accredited
- Full customer lifecycle account manager



Search, SEO & GEO Optimisation for Cloud Websites

Lot: G-Cloud 15 — Lot 3: Cloud Support

Service type: Ongoing Support (AMS)

Platforms: Cloud websites + SEO/GEO tooling (Search Console, analytics)

Service overview

delaware Digital provides ongoing **optimisation** for cloud websites to improve **findability**, technical **health** and content performance, including **SEO** and generative engine **optimisation (GEO)**. We **monitor** crawl and indexing, Core Web **Vitals** and structured data, and **maintain** a **prioritised** remediation backlog that fits your release governance. We also support content governance and **reporting** so improvements are measurable, **sustainable** and aligned to service priorities.

Work can be delivered as a managed service with clear routines, **reporting** and continuous improvement.

Buyer outcomes

- Improved search visibility and organic traffic to priority services
- Reduced technical debt through a prioritised remediation backlog
- Faster issue detection through monitoring dashboards and alerting
- Improved AI discovery through GEO-focused content and structured data
- Clear reporting that demonstrates value and guides next actions

What's included

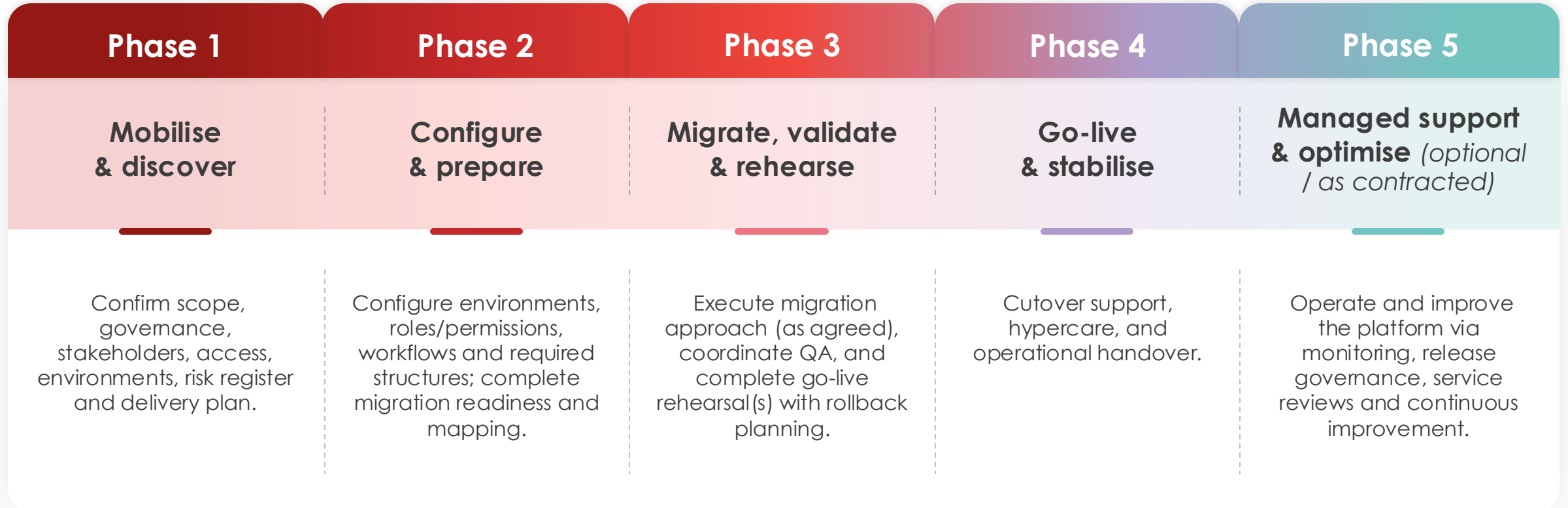
Onboarding, assessment and prioritised remediation plan

- SEO/GEO audit (crawl, indexation, technical health checks)
- Analytics and Search Console setup/validation and monitoring dashboard
- Core Web Vitals baseline and performance improvement plan
- Structured data/schema review and validation approach
- Content strategy support (keywords, topic clusters, editorial governance)
- Technical remediation backlog (sitemaps, robots, canonicals, redirects)
- Release governance alignment for SEO-sensitive changes and migrations

Managed support and optimisation (BAU)

- Ongoing monitoring (rankings, crawl errors, performance, structured data)
- On-page optimisation support (metadata, headings, internal links)
- Technical remediation execution coordination and regression checks
- GEO optimisation support (entities, FAQs, citations, freshness signals)
- Reporting on traffic, conversions, issues, actions and outcomes
- Continuous improvement backlog management and prioritisation
- Stakeholder governance routines and release readiness checks

Delivery approach



Deliverables (typical)

- Discovery outputs: scope, success criteria, risks / dependencies and delivery plan
- Configuration record: environments, roles/permissions, workflows and governance settings
- Migration mapping and readiness outputs (including content inventory outcomes as agreed)
- Cutover plan including rehearsal steps, go / no-go criteria and rollback plan
- QA coordination plan and validation evidence (as agreed)
- Integration enablement notes and operational considerations (as applicable)
- Training and knowledge transfer pack (admin/editor enablement, runbooks)
- Support onboarding pack: SLAs, RACI, escalation routes, service calendar and reporting cadence
- Continuous improvement backlog and service review outputs (where managed support is included)



Support model and service levels



Support channels and hours (baseline)

- **Online ticketing:**
09:00–17:00 UK time, Monday to Friday
- **Phone support:**
09:00–17:00 UK time, Monday to Friday
- **Web chat support:**
09:00–17:00 UK time, Monday to Friday



Support levels (options)

- **Standard Support:** baseline hours and targets above (via online ticketing for service administration and tenant provisioning queries).
- **Enhanced Support:** extended hours and faster response targets, with enhanced incident coordination.
- **Out-of-Hours Support:** by agreement for defined periods or priority incidents only.



Response targets

- Ticket acknowledgement: **within 1 business hour** (during service hours)
- Initial response: **within 4 business hours** (during service hours)
- Tickets raised outside service hours are acknowledged by **09:00 UK time next business day**, unless enhanced/out-of-hours support is agreed.



Governance

We provide a named **Service Delivery Manager (SDM)** to oversee service governance, reporting, escalation and continuous improvement.

If you have any questions,
please contact:

James Lear

dlw-uk-enquiries@delaware.co.uk



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