

Search Performance and Keyword Insight Platform

Service Definition

1. Service overview

The Search Performance and Keyword Insight Platform service provides a digital platform that enables public sector organisations to monitor search performance and analyse keyword demand over time.

The service supports evidence-based decision making by providing ongoing insight into how users search for information and how digital content performs in search environments.

2. How the service works

The service is delivered by configuring a search performance and keyword insight platform to the buyer's requirements. This includes setting up data sources, defining metrics and configuring dashboards and reports.

Authorised users can view keyword trends, search performance metrics and content visibility data through the platform. Data can be reviewed over time to support analysis, planning and prioritisation of digital improvements.

Ongoing platform support is provided within the agreed scope.

3. Skills and experience

The service is delivered by teams with experience in:

- Search performance analysis
- Keyword research and insight tools
- Data interpretation and reporting
- Public sector digital services
- Ongoing platform support



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Teams have experience supporting public sector organisations to understand user search behaviour and content performance in a compliant digital context.

4. Relevant experience

The supplier has delivered and supported search insight and performance platforms for public sector organisations. This includes configuring dashboards, supporting data interpretation and enabling ongoing monitoring of search trends and content visibility.

Experience is described in anonymised, sector-level terms in line with G-Cloud requirements.

5. Onboarding and offboarding

Onboarding

Onboarding includes:

- Confirmation of service scope and requirements
- Platform configuration and setup
- Data source configuration where applicable
- User access setup
- Initial guidance and documentation

Buyers are responsible for providing access approvals and confirming reporting requirements.

Offboarding

Offboarding includes:

- Support with data export where applicable
- Removal of user access
- Platform closure
- Data handling in line with agreed retention and deletion processes

6. Service constraints

The service provides access to a search performance and keyword insight platform only. It does not include content creation, search engine optimisation delivery, paid search management or implementation of recommendations unless explicitly agreed.

Insights are dependent on available data sources and agreed configurations. Buyers remain responsible for decisions and actions taken based on platform insights.

7. Service management and support

Service management includes:

- Platform availability monitoring
- Issue triage and resolution
- User access support
- Guidance on platform usage

Support is provided during agreed support hours and is proportionate to the nature of an insight and reporting platform.

8. Technical and operational requirements (if applicable)

Buyers require:

- Internet access
- Named administrative or reporting users
- A supported modern web browser

No specialist hardware or local software installation is required.

9. Hosting, data and security

Hosting is not included as part of the service. Buyers retain ownership of all data and outputs generated through the platform.



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10. Exit, data return and deletion

On service termination:

- Buyer data can be returned in an agreed format
- Platform access is removed
- Data is deleted or retained in line with agreed policies

Exit support is provided to ensure a controlled and secure service closure.



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