

SEO and Search Performance Audits

Service Definition

1. Service overview

SEO and Search Performance Audits is an advisory service providing an objective assessment of organic search performance. It supports public sector organisations that need evidence-based insight into technical SEO, content effectiveness, search visibility and measurement to inform prioritisation and improvement planning.

2. How the service works

The service is delivered as a structured, time-boxed audit based on agreed scope and objectives.

Typical delivery activities include:

- Onboarding to confirm audit objectives, scope and success measures
- Review of current website structure and search visibility
- Technical SEO assessment, including crawlability and indexation
- Review of content performance and keyword alignment
- Analysis of search rankings and organic traffic trends
- Assessment of site architecture and internal linking
- Review of analytics configuration and search reporting
- Analysis of user journeys from search to key actions
- Identification of issues, risks and dependencies
- Documentation of findings and prioritised recommendations

The buyer provides access to analytics tools, search platforms and relevant stakeholders. Delivery is typically remote.



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3. Skills and experience

The service is delivered by practitioners with experience in technical SEO, content analysis and search performance measurement.

Roles typically involved include:

- Delivery or project manager
- SEO or search specialist
- Digital analyst
- Content or UX analyst

The team applies established audit and analysis techniques appropriate to public sector digital services.

4. Relevant experience

The supplier has the ability to deliver SEO and search performance audits for public sector and regulated organisations.

Typical examples include:

- Technical SEO audits for public-facing websites
- Search performance reviews to support optimisation planning
- Content and keyword alignment assessments

Provides a clearer understanding of search performance issues and evidence-based recommendations.

5. Onboarding and offboarding

Onboarding

The service begins with mobilisation to confirm scope, timelines, stakeholders and access requirements. The buyer provides access to relevant analytics platforms, search tools and documentation.

Offboarding

At completion, all audit findings, analysis outputs and recommendations are provided to the buyer in an agreed format. A close-out session is used to review findings and clarify next steps.

6. Service constraints

The service is advisory only and does not include implementation, content creation or ongoing optimisation. Findings depend on the quality, completeness and availability of data provided by the buyer and third parties. Results reflect performance at the time of audit and may change as search algorithms, content or platforms change.

7. Service management and support

Delivery is managed by a named delivery lead responsible for coordination, progress reporting and communication. Regular check-ins are used to validate findings and confirm direction. Issues and risks related to data access or dependencies are escalated as required. Ongoing support after delivery is not included.

8. Technical and operational requirements (if applicable)

Buyer involvement may include providing access to analytics platforms, search console tools, website platforms and relevant documentation. No specialist buyer-provided infrastructure is required beyond agreed access arrangements.

9. Hosting, data and security

The service does not include hosting or operation of systems. Buyer-provided data is used solely for delivery purposes and handled in line with agreed confidentiality and security requirements. No long-term data storage is required.

10. Exit, data return and deletion

At the end of the service, all buyer-owned data and materials are returned as part of the agreed outputs. Any copies held for delivery purposes are deleted in line with agreed confidentiality arrangements. No ongoing access or transition support is provided beyond close-out activities.



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