

Website Content Quality and Effectiveness Audits

Service Definition

1. Service overview

Website Content Quality and Effectiveness Audits is an advisory service providing an objective assessment of website content. It supports public sector organisations that need evidence-based insight into content clarity, relevance, structure and performance to inform prioritisation, improvement planning and content governance.

2. How the service works

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

Typical delivery activities include:

- Onboarding to confirm audit scope, objectives and success measures
- Creation of a content inventory and classification by type and purpose
- Review of content quality, clarity and readability
- Assessment of alignment to user needs and tasks
- Review of content structure, hierarchy and findability
- Analysis of content performance and engagement metrics
- Accessibility-related content checks
- Review of content ownership, governance and lifecycle management
- Identification of risks, issues and dependencies
- Documentation of findings and prioritised recommendations

The buyer provides access to website content, analytics and supporting documentation. Delivery is typically remote.



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3. Skills and experience

The service is delivered by practitioners with experience in content auditing, user-centred content design and performance analysis.

Roles typically involved include:

- Delivery or project manager
- Content strategist or content specialist
- UX or service designer
- Digital analyst

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

4. Relevant experience

The supplier has the ability to deliver content quality and effectiveness audits for public sector and regulated organisations.

Typical examples include:

- Content audits to identify outdated, duplicated or ineffective material
- Reviews of content aligned to user journeys and tasks
- Assessments to support improved content governance and standards

Provides a clearer understanding of content issues and prioritised actions for improvement.

5. Onboarding and offboarding

Onboarding

The service begins with mobilisation to confirm scope, timelines, stakeholders and access requirements. The buyer provides access to website content, analytics tools and any existing content standards or governance 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 held to review findings and clarify next steps.

6. Service constraints

The service is advisory only and does not include content rewriting, creation or implementation. Findings depend on the quality and availability of content, analytics data and documentation provided by the buyer. Assessments reflect content at the time of review and may need updating as user needs, policies or content 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 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 website platforms, content management systems, analytics tools 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 of the audit 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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