Content Auditing and Optimisation Strategy for Large Digital Estates

Service Definition

1. Service overview

The Content Auditing and Optimisation Strategy for Large Digital Estates service provides a structured approach to reviewing, assessing and prioritising content across large and complex digital estates.

The service supports public sector organisations to improve content quality, usability, accessibility and governance through evidence-based analysis and strategic recommendations.

2. How the service works

The service is delivered through a structured content audit covering agreed parts of a digital estate. This includes creating a content inventory, reviewing content quality, and content engagement, assessing alignment with user needs and identifying duplication, gaps and risks.

Findings are analysed to develop prioritised recommendations for content optimisation, rationalisation and governance improvements. Outputs are provided in documented formats suitable for stakeholder review and decision-making.

The service focuses on analysis and strategy rather than content delivery.

3. Skills and experience

The service is delivered by teams with experience in:

- Large-scale content auditing
- Content strategy and governance
- Accessibility and compliance standards
- User-centred content design

- Public sector digital estates

Teams have experience working with complex public sector content environments involving multiple stakeholders and content owners.

4. Relevant experience

The supplier has delivered content audits and optimisation strategies for public sector organisations managing large digital estates. Experience includes auditing high-volume content libraries, identifying structural and governance issues and supporting prioritisation of content improvements.

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

5. Onboarding and offboarding

Onboarding

Onboarding includes:

- Confirmation of scope and audit objectives
- Agreement of content sources and access
- Definition of assessment criteria
- Stakeholder alignment and information gathering

Buyers are responsible for providing access to content, analytics and relevant stakeholders.

Offboarding

Offboarding includes:

- Delivery of agreed audit outputs
- Handover of documentation and findings
- Clarification of next steps and recommendations
- No ongoing access is required following service completion unless agreed.

6. Service constraints

The service provides analysis, insight and strategic recommendations only. It does not include content rewriting, publishing, technical implementation or platform changes unless explicitly agreed.

Audit findings depend on the quality and completeness of available content, analytics and stakeholder input. Buyers remain responsible for content ownership, approvals and implementation of recommendations.

7. Service management and support

Service management includes:

- Planned delivery aligned to agreed milestones
- Regular progress updates
- Issue identification and resolution
- Stakeholder communication

Support is provided throughout the delivery period and is proportionate to the time-limited nature of the service.

8. Technical and operational requirements (if applicable)

Buyers require:

- Access to content repositories or websites
- Relevant analytics or usage data where available
- Named stakeholder contacts

No specialist software installation is required.

9. Hosting, data and security

Not applicable.

The service does not require hosting or long-term data storage. Any data accessed during delivery is handled in line with agreed security and information governance requirements.

10. Exit, data return and deletion

On service completion:

- Audit outputs and documentation are provided to the buyer
- Any temporary working data is deleted or returned as agreed

Exit activities ensure a controlled and secure end to the service.