

Content Strategy and Information Architecture

Service Definition

1. Service overview

Content Strategy and Information Architecture provides advisory support to structure, plan and govern digital content for public sector websites and digital services. The service helps organisations organise information clearly, improve findability and accessibility, and align content to user needs and organisational priorities.

2. How the service works

The service is delivered as a time-bound, project-based engagement tailored to the buyer's context.

Typical activities include:

- Review of existing content and content management approaches
- Content audits and gap analysis
- Identification of user and organisational content needs
- Definition of information architecture, including navigation and taxonomy
- Content modelling and page structure definition
- Stakeholder workshops to validate structures and priorities
- Documentation of recommended content structures and governance approaches

Delivery is typically remote. Buyers are expected to provide access to existing content, systems, stakeholders and relevant research, and to review and confirm outputs.



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3. Skills and experience

The service is delivered by practitioners with experience in content strategy and information architecture for public sector digital services.

Roles involved may include:

- Content strategist
- Information architect
- UX or service designer
- Delivery or engagement lead

The team applies user-centred content design principles and accessibility-informed practices appropriate to public sector environments.

4. Relevant experience

The supplier has delivered content strategy and information architecture activities for public sector organisations and regulated services.

Relevant experience includes:

- Auditing and restructuring large content estates
- Designing information architectures for public-facing websites
- Defining content models and navigation structures to support accessibility and usability

This work has resulted in clearer content structures, improved findability and more maintainable content approaches.

5. Onboarding and offboarding

Onboarding

The service begins with a mobilisation session to confirm objectives, scope, timelines and stakeholders. The buyer provides access to content inventories, systems and relevant documentation and tone of voice.



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Offboarding

At completion, all agreed outputs are provided to the buyer. This typically includes content audit findings, information architecture documentation and recommendations. A close-out session is held to review outcomes and next steps.

6. Service constraints

The service is advisory only and does not include content creation, content migration or technical implementation. Delivery is time-boxed and dependent on access to existing content, stakeholders and systems provided by the buyer. Activities are usually delivered remotely. Outputs reflect the content estate at the time of review and may need updating if content or organisational priorities change.

7. Service management and support

A named delivery lead manages the service and acts as the primary point of contact. Progress is managed through scheduled check-ins and review sessions. Issues and risks are discussed with the buyer at the beginning of the project and as they arise. Support beyond delivery is limited to clarification of agreed outputs within the engagement period.

8. Technical and operational requirements (if applicable)

Not applicable.

9. Hosting, data and security

The service does not include hosting or operation of systems. Any information or materials provided by the buyer are used solely for delivery of the service and handled in line with agreed confidentiality and data protection requirements. No long-term data storage is required.

10. Exit, data return and deletion

All buyer-owned materials and outputs are returned at the end of the engagement. Any copies held by the supplier are deleted in accordance with agreed retention and confidentiality arrangements. No ongoing transition or exit support is provided beyond the close-out activities described above.



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