

Search Engine Optimisation (SEO) for Digital Services

Service Definition

1. Service overview

Search Engine Optimisation (SEO) for Digital Services provides ongoing optimisation to improve the visibility and findability of public sector digital services through search engines. The service supports organisations that need structured, compliant SEO activity to help users discover content and services more easily.

2. How the service works

The service is delivered as an ongoing support engagement focused on improving search performance for existing digital services.

Typical activities include:

- Review of service objectives, audiences and content scope
- SEO audit of existing websites and services
- Keyword and search intent analysis aligned to user needs
- Identification of technical SEO issues
- Recommendations for on-page optimisation
- Guidance on content structure, metadata and internal linking
- Support for structured data and accessibility-aligned SEO
- Monitoring of rankings, traffic and search performance
- Reporting on findings, trends and improvement opportunities

Delivery is typically remote. Buyers are expected to provide access to websites, content management systems and analytics tools.

3. Skills and experience

The service is delivered by practitioners with experience in SEO, content optimisation and performance analysis for public sector digital services.



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Roles involved may include:

- SEO or digital performance specialist
- Content or information specialist
- Technical analyst
- Delivery or service lead

The team applies evidence-led SEO practices aligned to accessibility, usability and public sector compliance requirements.

4. Relevant experience

The supplier has provided SEO support for public sector and regulated organisations.

Relevant experience includes:

- Improving discoverability of public-facing digital services
- Supporting SEO for content-heavy and transactional websites
- Aligning search optimisation with accessibility and user needs

This experience has helped organisations increase findability and reduce barriers to accessing digital services.

5. Onboarding and offboarding

Onboarding

The service begins with a mobilisation phase to confirm scope, priorities, target audiences and access requirements. Buyers provide access to websites, analytics platforms and relevant documentation.

Offboarding



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At service end, all agreed reports, recommendations and documentation are provided to the buyer. A close-out process confirms completed activities, outstanding actions and handover arrangements.

6. Service constraints

The service provides SEO support and optimisation only. It does not include paid search, advertising management or major website redevelopment unless otherwise agreed. Delivery depends on access to websites, analytics tools and content management systems. Outcomes are influenced by external search engine algorithms and content constraints. Work is delivered within the agreed scope and prioritisation approach.

7. Service management and support

A named service or delivery lead manages the engagement and acts as the primary point of contact. Progress is managed through regular check-ins and reporting. Issues or risks are communicated to the buyer as they arise. Ongoing support beyond the agreed engagement is not included unless agreed separately.

8. Technical and operational requirements (if applicable)

Buyer-provided access to websites, content management systems, search analytics and performance tools is required. The buyer must approve any third-party tools referenced as part of SEO analysis.

9. Hosting, data and security

The service does not include hosting. Any access to systems or data is used solely for SEO analysis and optimisation activities and handled in line with agreed confidentiality and data protection requirements. No long-term data storage is required.

10. Exit, data return and deletion

On exit, buyer-owned reports, documentation and materials are returned. Any copies held by the supplier are deleted in accordance with agreed retention and confidentiality arrangements. No ongoing support is provided beyond the agreed offboarding activities.