

Generative Engine Optimisation (GEO) for AI-Driven Search and Discovery

Service Definition

1. Service overview

Generative Engine Optimisation (GEO) for AI-Driven Search and Discovery provides ongoing optimisation to improve how digital services and content are discovered, interpreted and represented by AI-driven search and generative systems. The service supports public sector organisations adapting to emerging AI-powered discovery and information retrieval models.

2. How the service works

The service is delivered as an ongoing support engagement focused on improving content clarity, structure and accuracy for AI-driven discovery.

Typical activities include:

- Review of digital content and service structure
- Analysis of how AI-driven search and generative systems surface content
- Assessment of content clarity, context and entity representation
- Identification of risks relating to misinterpretation or inaccuracy
- Recommendations to improve AI-readable structure and semantics
- Guidance on metadata, content format and contextual signals
- Monitoring changes in AI-driven discovery behaviour
- Reporting on findings, trends and optimisation opportunities
- Documentation of recommended actions and changes

Delivery is typically remote. Buyers are expected to provide access to content, analytics and relevant documentation.

3. Skills and experience

The service is delivered by practitioners with experience in:

- Digital content optimisation and information architecture
- Search and discovery behaviour analysis
- AI-driven search and generative technologies
- Content governance and accessibility
- Public sector digital service environments

The team applies structured analysis and optimisation approaches aligned to public sector usability, accessibility and governance expectations.

4. Relevant experience

The supplier has the ability to support public sector and regulated organisations with optimisation activities focused on digital discoverability and content accuracy, including the ability to:

- Improve clarity and structure of content for AI discovery models
- Supporting adaptation of digital services to evolving search behaviours
- Reducing risk of content misrepresentation across automated systems

This work helps organisations improve reliability, visibility and user access to digital information.

5. Onboarding and offboarding

Onboarding

The service begins with a mobilisation phase to confirm scope, objectives, content areas, tools and access requirements. Buyers provide access to digital content, analytics platforms and relevant stakeholders.



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Offboarding

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

6. Service constraints

The service provides optimisation and advisory support only. It does not include control over third-party AI platforms, search engines or generative systems. Outcomes depend on external AI model behaviour and platform changes. Delivery depends on access to content, analytics and documentation. Work is limited to the agreed scope and prioritisation and is typically delivered remotely.

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, risks and emerging trends 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 digital content repositories, content management systems and analytics tools is required. The buyer must approve any third-party tools referenced as part of analysis activities.

9. Hosting, data and security

The service does not include hosting. Any access to systems or content is used solely for 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 documentation, reports 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.



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