

SEO and Organic Search Training

Service Definition

1. Service overview

SEO and Organic Search Training is a structured training and knowledge transfer service designed to build capability within teams responsible for managing organic search activity. It supports public sector organisations that need practical understanding of SEO fundamentals, content optimisation and search performance measurement.

2. How the service works

The service is delivered as a series of planned training and knowledge transfer sessions aligned to agreed objectives.

Typical delivery activities include:

- Onboarding to confirm training objectives, audience and scope
- Assessment of existing team knowledge and skill levels
- Design of role-based training sessions
- Delivery of digital marketing fundamentals training
- Channel-specific training tailored to buyer needs
- Guidance on measurement, reporting and performance monitoring
- Overview of governance, compliance and good practice
- Practical exercises and scenario-based discussions
- Provision of supporting training materials
- Knowledge transfer and follow-up clarification

Training is typically delivered remotely and scheduled to suit team availability. Buyer involvement includes attendance and participation in sessions.

3. Skills and experience

The service is delivered by practitioners with experience in SEO, organic search performance and digital content optimisation.

Roles typically involved include:

- Delivery or training lead
- SEO or organic search specialist
- Digital analyst or performance specialist

The team applies established training approaches suitable for public sector teams and operational contexts.

4. Relevant experience

The supplier has the ability to deliver SEO and organic search training for public sector and regulated organisations.

Typical examples include:

- Training programmes to build in-house SEO capability
- Search fundamentals training for content and communications teams
- Measurement and reporting training to support ongoing optimisation

These engagements result in improved confidence and consistency in managing organic search activity.

5. Onboarding and offboarding

Onboarding

The service begins with mobilisation to confirm training objectives, scope, attendees and scheduling. The buyer provides information on team roles, responsibilities and current knowledge levels.

Offboarding

At completion, all training materials and agreed outputs are provided to the buyer. A close-out session may be held to review learning outcomes and confirm any follow-up actions.

6. Service constraints

The service provides training and knowledge transfer only and does not include SEO implementation, content creation or ongoing optimisation. Training effectiveness depends on attendee participation and existing skill levels. Sessions are time-boxed and typically delivered remotely. Content reflects current search practices and may require updating as search engines, standards or policies change.

7. Service management and support

Delivery is managed by a named delivery lead responsible for coordination, scheduling and communication. Progress is reviewed during delivery to ensure training objectives are met. Ongoing support after training delivery is not included.

8. Technical and operational requirements (if applicable)

Buyer involvement may include providing access to collaboration tools for remote training and any relevant documentation or examples. No specialist buyer-provided technical infrastructure is required.

9. Hosting, data and security

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

10. Exit, data return and deletion

At the end of the service, all buyer-owned materials and training outputs are returned. 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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