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Commercial
Service

G-Cloud 15 Service Definition

SEO Consultancy & SEO Support

Lot 3 - Cloud Support

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1 Introduction

1.1 Company Overview

Annertech is a multi-award-winning digital agency, focussing on creating exceptional user experiences. We do this while providing the most performant and secure solution that delivers on the needs of the organisation.

Put simply, we partner with great clients to create digital success stories.

We are perceived in the market as one of Europe's leading Drupal specialists, are Drupal certified Platinum Partners and are highly prominent within the international Drupal community. We are also Drupal Signature Supporting Partners and Upsun (formerly called Platform.sh) Platinum Partners for hosting.

We are strong supporters of the Drupal project and its ecosystem, and regularly contribute code and time, and help organise Drupal events. With thousands of code contributions and over 500 years' combined Drupal experience, our team is responsible for in excess of 50 contributed projects on drupal.org. We're also proud to have, not 1, but 2 Drupal Core maintainers and 1 Security Team Member on our team.

Annertech specialises in SEO Consultancy & SEO Support services. We are a trusted partner for public sector organisations across the UK and Ireland, working together to design, develop, and enhance websites to improve service outcomes. Our aim is to help organisations efficiently serve their users by identifying and resolving challenges they face. We support public sector organisations looking to enhance their websites.

Our History

Annertech (UK) is part of the Annertech group which was established 15 years ago in 2008 and is headquartered in Ireland. After many years of successfully delivering services to the Irish public sector, such as Dublin City Council, University of Limerick, and Department of Defence, Annertech (UK) was established in 2021 to deliver services to UK clients. Since then we have gone on to work with the likes of Essex County Council, Redcar & Cleveland Borough Council, and many others.



1.3 Our Value Proposition

Our SEO Consultancy & SEO Support service solves a key problem within the public sector by helping organisations assess and improve the SEO performance of their website.

We understand that public sector organisations face challenges in efficiently serving their users, and our service addresses these challenges by supporting organisations looking to improve their site's SEO performance.

Annertech has been involved in the delivery and optimisation of websites since 2008. Our clients have great confidence in us for these reasons:

- How we approach all projects as a partnership and are transparent in everything we do – our clients have full access to all of our information about their project, including our decision making processes.
- The quality of our work, as seen on our portfolio.
- With a long history of working on digital projects in the public sector, we can bring our experience to bear on your project. We have partnered with many organisations in the past, the majority of whom we continue to work with today.
- The friendliness and helpfulness of our staff. We're here to help and we'll do our utmost to ensure that the website delivers what you need.

We work with multiple organisations on their websites across both the UK and Ireland. We have the experience in not only assessing the SEO performance of your site, but also in designing, developing supporting, maintaining, and hosting it.

To date, Annertech has delivered solutions for the likes of [Oxfam Ireland](#), [Médecins Sans Frontières Southern Africa](#), and [University of Limerick](#).

1.4 What the Service Provides

Our service, SEO Consultancy & SEO Support, offers a range of benefits to organisations across the UK and Ireland.

We can provide SEO consultancy and short-term, content-based outreach projects to boost your in-bound links and can work with you on your search engine optimisation campaigns. Please see the Pricing Document for our daily rate.

Alternatively you can choose to outsource your SEO activity to us through our monthly subscription packages. A SEO site audit is required prior to commencement. Please see our Pricing Document for SEO audit and package pricing.

This document outlines the SEO services available through our subscription packages and SEO consultancy and which can be selected according to your specific needs.

We also offer SEO training to your in-house team. Please see our Pricing Document for

cost details.

Throughout our engagement, we will aim to be a pro-active partner. Your Account Manager will work with you to enhance your digital presence and make sure that you are getting the most out of our service.

It is important to stress that, at Annertech, we see this as a partnership, and not just another client-supplier relationship.

1.5 Social Value

Annertech is committed to social value and aligns with the Social Value themes outlined in PPN 002. We recognise the importance of kickstarting economic growth, making Britain a clean energy superpower, breaking down barriers to opportunity, and building an NHS fit for the future.

As a digital only company, we've removed the need for paper, and travel to on-site meetings only where value can be added. We are committed to achieving Net Zero emissions by 2030.

In addition, we partner with suppliers who are committed to reducing their carbon footprint. We have zero tolerance for slavery and human trafficking and ask our suppliers to make a similar commitment and include an anti-human trafficking and slavery in their contracts wherever possible.

At Annertech, the wellbeing of our staff is very important to us. We offer all staff members fully flexible working conditions, including the ability to work from home and fully flexible working hours. We also run a wellbeing programme where staff can access online resources and avail of a 24/7 Employee Assistance Programme which covers a large range of assistance from mental health, legal and financial advice, family counselling, and more.

1.6 Overview of the G-Cloud Service

SEO Consultancy & SEO Support service is a service offered by Annertech. The service aims to help organisations serve their users more efficiently by identifying and resolving SEO challenges faced by public sector organisations with their websites.

1.6.1 Initial Engagement

Each contract starts with a kick-off meeting of the project with your Account Manager. Your Account Manager will work with you to ensure that there is a clear understanding of the process, expectations and responsibilities.

They will also discuss any particular concerns you have in relation to the site or areas where particular attention should be paid.

They will work with you to ensure that your digital presence is cutting-edge and will hold regular reviews with you to ensure that our levels of service are acceptable, and to discuss how your digital presence can be further enhanced.

1.6.2 Site Audit

Our SEO audit provides an in-depth analysis of the SEO performance of your site and how well your website presence relates to best practice.

It enables you to gain a better understanding of where it currently stands and what needs to be improved or remedied. It is the first step in creating an implementation plan that will have measurable and long-term results.

Your SEO Specialist will collaborate with you to define the scope for the audit. This typically involves defining what is covered and whether any sub-sites or sub-domains are also in scope.

Standard items covered by the audit include:

- Overall technical SEO implementation and health check
- Website loading speed and Core Web Vitals
- Redirect chains
- XML sitemap
- Internationalisation checks
- Meta tags
- Canonical URLs
- HTTP response codes
- Broken links
- HTML validation
- and more ...

After completing the audit, we will provide you with a detailed document clearly explaining what was reviewed, our findings and recommended actions. We will then organise a meeting with you to discuss the results of the audit, and high-priority recommendations.

1.6.3 Developing your SEO Strategy

A good SEO strategy is vital in improving your website rankings and user experience, helping you capture more organic traffic. 75% of users don't look beyond the first page of online search results. This means that if you don't rank at the top of search results, you'll miss out on valuable traffic and leads to your website.

Our SEO strategies are formed on the basis of solid technical SEO principles, a strong understanding of your objectives, and keyword and competitor research. We will provide you with a strategy that paves the way for a successful SEO implementation.

1.6.4 Keyword Research

Keyword research is vital to building a solid foundation for your SEO strategy and for developing richer, more effective site content.

Keyword research often reveals gaps within your target audience. We look to understand the intent behind the queries and where they sit in the search journey. We make a point to highlight these opportunities to you so that you may incorporate these goals into your SEO plan.

Understanding the user intent, and creating content to fill this need, will result in a natural uplift in search volume and will help increase traffic to your site over time.

1.6.5 Technical SEO

Technical SEO relates to the on-site technical elements of your website and ensuring they are optimised for search engine visibility. We analyse your site's configuration and architecture to ensure your website is technically optimised to maximize your organic traffic. Any issues found can then be raised with your development team so they can be addressed.

As part of our monthly subscription packages, we monitor your SEO using a range of different monitoring tools. These enable us to identify and address technical SEO issues before they cause a problem.

1.6.6 SEO Migration Strategy

Migrating your website to a new CMS? Changing domain? Moving hosting provider?

We can assist clients who may be worried about a potential negative SEO impact as a result of these migration changes. We will work with you to develop a migration plan to ensure you do not lose visibility and provide support during and afterwards to monitor and identify any areas that may need addressing.

Our migration plans involve the following:

- **Get a benchmark:** We will analyse and measure key performance indicators on the site pre-migration to get a benchmark of how your website is currently performing. This will be crucial when measuring any potential negative impact as a result of the change.
- **Implement redirects:** Our team will crawl your site to generate a sitemap of all URLs on your site. They will work with your developers to map these legacy URLs to the new URL structures and implement redirects where needed. This will help you preserve your existing search engine rankings.
- **Technical SEO:** Our technical SEO experts will work with your developers to

ensure any new CMS or redesign has everything needed to enable search engines index your site easily and reliably. This includes things like ensuring semantic markup, correct use of meta tags, valid XML sitemap and robots.txt to name just a few.

- **Analytics tools:** they're all too easily forgotten, but we will ensure that the new site is correctly configured with your analytics and marketing tools such as Google Analytics or Matomo.
- **Ongoing support post-migration:** Once the migration is complete, we can offer ongoing monitoring of your SEO performance to identify and address any SEO issues before they become a problem.

We understand that every client and website is different, so we aim to make this transition as painless as possible.

1.7 Associated Services

Our SEO Consultancy & SEO Support service includes a range of associated services that can be bought alongside the main service. These include:

1. **SEO Maintenance and Support:** We provide ongoing maintenance and support services to ensure continual improvements in your site's SEO. This includes weekly SEO health checks, content optimisation, meta description optimisation, and more. Please see our pricing document for our SEO consultancy and support subscription package pricing.
2. **Professional Services:** Our team of experts can provide consultancy, training, and implementation services to help organisations maximise the value and impact of their websites. These can be in the areas of performance optimisation, accessibility audits and remediation, UX research & design, content design and strategy, content writing, development, migration, SEO strategy development, SEO optimisation and maintenance. Please see our pricing document for our daily rates.
3. **Training:** We provide SEO training to your editors, as well as "train the trainer" training. Each course is tailored to meet your specific requirements and can be delivered on-site or online via Teams, Zoom or similar tools. Please see our pricing document for our daily rates.
4. **Hosting:** Annertech are Upsun Platinum Partners and we provide a managed hosting service for Drupal websites. The servers are specifically primed for Drupal and can give up to a 99.99% up-time guarantee depending on the package chosen. Please see our pricing document for costs.

These associated services can be tailored to meet the specific needs and requirements of each organisation, providing a comprehensive and integrated solution for their digital transformation journey.

2 Data Protection

2.1 Information Assurance

As a service provider, we prioritise the security and protection of information. We have robust processes and facilities in place to safely manage information and ensure data confidentiality, integrity, and availability. We comply with industry best practices and standards, to maintain a secure environment for our clients. We are ISO 27001 certified, as well as Cyber Essentials and Cyber Essentials Plus.



Our team follows strict information security policies and procedures to safeguard sensitive data. We continuously monitor and update our security measures to mitigate risks and ensure the highest level of information assurance.

2.2 Business continuity statement/plan

Our business continuity plan ensures that Annertech can continue to operate should a disaster occur, which could jeopardise Annertech's ability to carry out its normal business. The plan covers when and how it will be invoked and defines what actions need to take place, when, and the responsible people.

It identifies the main areas of risk to Annertech as being:

- loss of key systems or utilities
- loss of staff

As Annertech is a distributed company, with the majority of staff working remotely, the loss of premises is not a main area of risk to Annertech.

A more detailed plan can be provided to the buyer on request.

2.3 Privacy by Design

Annertech has data protection by design embedded across the business. In advance of Annertech engaging with any customer data, Annertech will agree data management and data protection protocols with the customer, assigning clear roles and responsibilities in respect of the data.

Annertech is registered with the Information Commissioner's Office (ICO) as a Data Processor. We have a dedicated Data Protection Officer to ensure compliance with the regulation. As a data processor, we comply with GDPR principles and ensure all our processing meets Data Protection law. We are happy to work with clients to help meet their regulatory requirements.

3 Using the service

3.1 Ordering and Invoicing

To order services from Annertech for SEO Consultancy & SEO Support service, please contact our team to discuss your requirements in more detail. You can reach us at hello@annertech.com or by phoning +44 20 458 600 65. Our team will assist you with the call-off contract, to formalise the agreement.

Our fees are invoiced monthly in arrears for any on-going engagement via our support subscription packages, while other work is usually invoiced upon completion of agreed milestones. Payment terms are 30 days net of receipt of the invoice. If you have any questions or need further assistance, please don't hesitate to reach out to our team. We are here to help you throughout the ordering and invoicing process.

3.2 On-Boarding, Off-Boarding, Service Migration, Scope etc.

The on-boarding process for our SEO Consultancy & SEO Support service is designed to help users start using the service effectively and efficiently. Here's how we support users during the on-boarding phase:

1. **Kick-off Meeting:** We start by scheduling a kick-off meeting with key team members to understand your specific requirements and goals.
2. **Dedicated Point of Contact:** We assign you an Account Manager who will provide assistance and guidance during the on-boarding process and throughout the contract. They will be available to answer any questions and address any concerns you may have.
3. **Training:** We offer training sessions tailored to your needs, whether it's for editors or "train the trainer". These sessions can be conducted remotely or on-site, depending on your preference.
4. **Account Management:** Throughout the on-boarding process, our account management team will be available to ensure a smooth transition and address any issues that may arise.

Regarding off-boarding, when you decide to stop using our service, we will work closely with you to ensure a seamless transition to your new provider. We will provide all code, documentation and data access as needed.

We are committed to supporting you throughout your engagement with us, ensuring that you have the necessary resources and expertise to maximise the value of our service.

3.3 Training

Our training facilities for SEO Consultancy & SEO Support service include a range of resources to support users in acquiring the necessary skills and knowledge. These facilities include:

1. **SEO training:** As part of our commitment to facilitating the on-going improvement of your site's SEO, we offer training sessions to editors to help them maintain it going forward. Please see our Pricing document for daily rates.

3.4 Implementation Plan

A detailed implementation plan can be provided to the buyer on request. We offer a partnership approach, working closely with organisations to identify and resolve challenges they face.

3.5 Service Management

We manage our SEO Consultancy & SEO Support service using a combination of people, processes, and technology. Here's how we ensure effective service management:

- **Certifications and Standards:** We adhere to industry best practices and standards, including ISO/IEC 27001 certification for data security and are ISO 27001 certified. Our team follows ITIL service management principles to deliver high-quality services.
- **Continual Improvement:** We have a proactive approach to continual improvement. We regularly assess our processes, identify areas for enhancement, and implement necessary changes to optimise service delivery.
- **Service Constraints and Incidents:** We have a well-defined process for handling service constraints and incidents. Our project management and ticketing system acts as a single point of contact for customers to seek support and make requests.
- **Progress Reporting:** We provide regular progress reports to our customers, keeping them informed about the status of their projects. Our reporting includes key milestones, deliverables, and any relevant updates.

3.6 Service Constraints

Service Hours

Services are available between 9am and 5:30pm Monday-Friday, excluding public holidays. Service delivery outside of these hours can be discussed if required.

Limitations

- A maximum of 50,000 internal pages are crawled per website
- A maximum of 100,000 external links are crawled per website

3.7 Service Levels

Associated Service – SEO Maintenance and Support

Package Sizes

We offer a number of maintenance and support subscription packages. They cover help and support from our dedicated managed services team, plus continuous improvement and development.

These come in bundles of 2 days per month and are billed in 0.5 day increments.

	Bronze	Silver	Gold	Enterprise
Days per month	2	4	6	7+

All packages can be **upgraded or downgraded with one month's notice**.

We do not penalise clients for exceeding their monthly subscription, and still only charge extra work at the hourly rate according to the package chosen. However, we are unable to guarantee our capacity to take on extra work which has not been previously flagged or agreed to.

If not all subscribed hours are used within a given month, you can **roll over hours** to the following month(s). A cap of one month's subscription is applied.

Service Hours

Subscription services are available between 9am and 5:30pm Monday-Friday, excluding public holidays. Service delivery outside of these hours can be discussed if required.

3.8 Financial Recompense Model for not Meeting Service Levels

We do not have a specific financial recompense model in place for not meeting service levels. However, we are committed to providing high-quality service and ensuring customer satisfaction. If there are any issues or concerns regarding service levels, we will work closely with you to address them and find a suitable resolution.

Our goal is to deliver a reliable and efficient SEO Consultancy & SEO Support service that meets your expectations and requirements. We value your feedback and will continuously strive to improve our service delivery.

4 Provision of the service

4.1 Customer Responsibilities

These responsibilities will vary per project but normally focus on a commitment to:

- Resourcing the project internally
- Ensuring that key project sign-off points are met
- Providing all necessary access required to complete the audit

4.2 Client-Side Requirements

The requirements for our SEO Consultancy & SEO Support service include the following:

1. Client-Side Requirements: The client will need to provide resources to facilitate the SEO Consultancy & SEO Support service. These requirements can be further discussed and documented during the onboarding process, ensuring a clear understanding between both parties.

We understand that each client's requirements may vary, and we are committed to working closely with you to ensure a smooth and successful audit.

4.3 Outcomes/Deliverables

This service will deliver the following outcomes, deliverables, and outputs:

- **Identification and assessment of the client's current situation:** We will work closely with the client to understand their specific needs, challenges, and goals.
- **Documented findings:** The client will receive a comprehensive report outlining how the site fares in each of the audit's assessment areas, along with a severity and description for each of the issues found.
- **Expert guidance and consulting:** Our team of experts will provide advice and guidance to the client on any remediation action required.

By implementing the recommendations of our audit report and engaging with us for SEO consultancy and on-going SEO support, the client will benefit from improved service outcomes, enhanced SEO, and continued improvements in performance.

4.4 After-sales Account Management

To build and maintain customer relationships, we take the following approach:

1. **Relationship Management:** We prioritise effective communication and collaboration between our team and the customer. We assign dedicated account managers who serve as the primary point of contact, ensuring smooth and efficient communication. Our account managers work closely with customers to understand their needs, address any concerns, and provide ongoing support.
2. **Reporting:** Reporting will form a major element of the communications between Annertech and the customer. These communications will take place at regularly scheduled intervals.
3. **Customer Satisfaction:** We strive to ensure customer satisfaction by delivering high-quality services and solutions. We actively seek feedback from customers to understand their experience and make necessary improvements. Our goal is to exceed customer expectations and build long-term partnerships based on trust and mutual success.
4. **Business Partnership:** We aim to grow our business partnerships by fostering a collaborative and mutually beneficial relationship. We work closely with customers to identify opportunities for innovation, provide strategic guidance, and explore ways to enhance their digital capabilities. Our focus is on delivering value and helping customers achieve their goals.

By adopting these practices, we aim to build strong and lasting customer relationships, ensuring customer satisfaction and driving mutual success.

4.5 Termination Process

In our SEO Consultancy & SEO Support service, we have a clear approach to termination that includes specific clauses, rights, obligations, and responsibilities for both parties.

Termination Process: If either party wishes to terminate the service, they must provide written notice with a minimum of 30 days' notice. The termination notice should include the effective date of termination and the reasons for termination.

Rights and Obligations: Upon termination, and subject to payment of any outstanding fees, the customer retains the rights to any deliverables or outputs provided during the service period. The supplier is responsible for ensuring a smooth transition and providing any necessary support or documentation to facilitate the transfer of services. Daily rates (as per our Pricing document) will apply in respect of any extra documentation or support that may need to be written or provided.

5 Our experience

5.1 Client List

Here are just some of the clients we work with.



5.2 Example Testimonials

“Their friendly folks brought lots of domain knowledge and gave us good advice around best practice, that has enabled us to implement change quickly and created a result that is performing really well.”

- UK local government client

“Working with the team involved has been incredible. Their passion and buy-in with our vision was what made the whole journey, from procurement to delivery, completely seamless.”

- UK local government client

6 Contact Details

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annertech

We're looking forward to working together.

