



Crown
Commercial
Service

G-Cloud 15 Pricing Document

SEO Consultancy & SEO Support

Lot 3 - Cloud Support

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1 Daily Rates

1.1 Architecture roles

Architecture roles					
	Trainee business architect	Associate business architect	Business architect	Lead business architect	
Business Architect	£600	£700	£800	£900	
	Data architect	Senior data architect	Chief data architect		
Data architect	£700	£850	£1,000		
	Enterprise architect	Senior enterprise architect	Lead enterprise architect	Principal enterprise architect	
Enterprise architect	£700	£800	£900	£1,000	
	Associate network architect	Network architect	Lead network architect		
Network architect	£600	£700	£800		
	Security architect	Lead security architect	Principal security architect		
Security architect	£700	£900	£1,000		
	Associate solution architect	Solution architect	Senior solution architect	Lead solution architect	Principal solution architect
Solution architect	£600	£700	£800	£900	£1,000
	Associate technical architect	Technical architect	Senior technical architect	Lead technical architect	Principal technical architect
Technical architect	£600	£700	£800	£900	£1,000

1.2 Chief digital and data roles

Chief digital and data roles	
	Chief data officer
Chief data officer	£1,100
	Chief information security officer
Chief information security officer	£1,100
	Chief technology officer
Chief technology officer	£1,100

1.3 Cyber security roles

Cyber security roles			
	Lead cyber security audit and assurance	Principal cyber security audit and assurance	
Cyber security audit and assurance	£1,000	£1,100	
	Associate cyber security governance and risk manager	Lead cyber security governance and risk manager	Principal cyber security governance and risk manager
Cyber security governance and risk management	£700	£800	£900
	Associate cyber security monitoring	Lead cyber security monitoring	Principal cyber security monitoring
Cyber security monitoring	£700	£800	£900
	Associate cyber incident response	Lead cyber security incident response	Principal cyber security incident response
Cyber security incident response	£700	£800	£900
	Associate cyber security vulnerability management	Lead cyber security vulnerability management	Principal cyber security vulnerability management
Cyber security vulnerability management	£700	£800	£900

	Associate cyber security digital forensics	Lead cyber security digital forensics	Principal cyber security digital forensics
Cyber security digital forensics	£800	£900	£1,000
	Associate cyber security testing	Lead cyber security penetration testing	Principal cyber security testing
Cyber security testing	£700	£800	£900
	Associate cyber security secure systems architecture and design	Lead cyber security secure systems architecture and design	Principal cyber security secure systems architecture and design
Cyber security secure design	£700	£800	£900

1.4 Data roles

Data roles						
	Trainee analytics engineer	Analytics engineer	Senior analytics engineer	Lead analytics engineer	Head of analytics engineering	
Analytics engineer	£600	£700	£800	£900	£1,000	
	Associate analyst	Data analyst	Senior data analyst	Principal data analyst		
Data analyst	£600	£700	£800	£900		
	Data engineer	Senior data engineer	Lead data engineer	Head of data engineering		
Data engineer	£650	£750	£850	£950		
	Data ethics lead	Head of data ethics				
Data ethicist	£800	£900				
	Data governance manager	Lead data governance manager	Head of data governance			
Data governance manager	£750	£850	£950			
	Trainee data scientist	Associate data scientist	Data scientist	Principal data scientist	Lead data scientist	Head of data science
Data scientist	£600	£700	£800	£900	£1,000	£1,100

	Senior machine learning engineer	Lead machine learning engineer				
Machine learning engineer	£850	£950				
	Associate performance analyst	Performance analyst	Senior performance analyst	Lead performance analyst	Head of performance analysis	
Performance analyst	£600	£700	£800	£900	£1,000	

1.5 IT Operations roles

IT Operations Roles					
	Associate application operations engineer	Application operations engineer	Senior application operations engineer	Lead application operations engineer	Principal application operations engineer
Application operations engineer	£600	£700	£800	£900	£1,000
	Business relationship manager	Senior business relationship manager	Lead business relationship manager		
Business relationship manager	£800	£900	£1,000		
	Configuration analyst	Change and release analyst	Change and release manager		
Change and release manager	£650	£750	£850		
	Operations analyst	Senior operations analyst	Operational control manager	Head of command and control	
Command and control centre manager	£650	£750	£850	£950	
	Associate end	End user	Senior end user	Lead end user	Principal end

	user computing engineer	computing engineer	computing engineer	computing engineer	user computing engineer
End user computing engineer	£600	£700	£800	£900	£1,000
	IT service analyst	IT service manager	Senior IT service manager	Head of IT service management	
IT service manager	£650	£750	£850	£950	
	Incident manager	Major incident manager			
Incident manager	£800	£900			
	Associate infrastructure engineer	Infrastructure engineer	Senior infrastructure engineer	Lead infrastructure engineer	Principal infrastructure engineer
Infrastructure engineer	£600	£700	£800	£900	£1,000
	Associate infrastructure operations engineer	Infrastructure operations engineer	Senior infrastructure operations engineer	Lead infrastructure operations engineer	Principal infrastructure operations engineer
Infrastructure operations engineer	£600	£700	£800	£900	£1,000
	Problem analyst	Problem manager			
Problem manager	£700	£800			
	Service desk analyst	Senior service desk analyst	Service desk manager	Head of service desk	
Service desk manager	£650	£750	£850	£950	
	Service acceptance analyst	Service readiness analyst	Service transition manager	Lead service transition manager	
Service transition manager	£650	£750	£850	£950	

1.6 Product and delivery roles

Product and delivery roles						
	Trainee business analyst	Junior business analyst	Business analyst	Senior business analyst	Lead business analyst	Head of business analysis
Business analyst	£600	£700	£800	£900	£1,000	£1,100
	Associate delivery manager	Delivery manager	Senior delivery manager	Head of (Agile) delivery management		
Delivery manager	£700	£800	£900	£1,000		
	Digital portfolio analyst	Digital portfolio manager	Senior digital portfolio manager	Head of portfolio		
Digital portfolio manager	£700	£800	£900	£1,000		
	Associate product manager	Product manager	Senior product manager	Lead product manager	Head of product	
Product manager	£650	£700	£800	£900	£1,000	
	Programme delivery manager					
Programme delivery manager	£800					
	Service owner					
Service owner	£800					

1.7 Quality assurance testing (QAT) roles

Quality assurance testing (QAT) roles				
	Tester (QAT)	QAT analyst	Senior QAT analyst	Lead QAT analyst
Quality assurance testing (QAT) analyst	£650	£700	£800	£900
	Tester (test engineer)	Test engineer	Senior test engineer	Lead test engineer
Test engineer	£650	£700	£800	£900
	Test manager	Head of test		
Test manager	£800	£900		

1.8 Software development roles

Software development roles									
	Apprentice DevOps engineer	Junior DevOps engineer	DevOps engineer	Senior DevOps engineer	Senior DevOps engineer - management	Lead DevOps engineer	Lead DevOps engineer - management	Principal DevOps engineer	Principal DevOps engineer - management
Development operation (DevOps) engineer	£600	£650	£700	£750	£800	£900	£950	£1,000	£1,100
	Apprentice frontend developer	Junior frontend developer	Frontend developer	Senior frontend developer	Lead frontend developer	Head of frontend development			
Frontend developer	£600	£650	£700	£750	£800	£900			
	Apprentice Developer	Junior Developer	Developer	Senior Developer	Senior Developer - management	Lead Developer	Lead Developer - management	Principal Developer	Principal Developer - management
Software developer	£600	£650	£700	£750	£800	£900	£950	£1,000	£1,100

1.9 User-centred design roles

User-centred design roles						
	Junior accessibility specialist	Accessibility specialist	Senior accessibility specialist	Head of accessibility		
Accessibility specialist	£650	£750	£850	£1,000		
	Associate content designer	Junior content designer	Content designer	Senior content designer	Lead content designer	Head of content design
Content designer	£600	£650	£700	£750	£800	£850
	Content strategist					
Content strategist	£750					
	Associate graphic designer	Junior graphic designer	Graphic designer	Senior graphic designer	Lead graphic designer	Head of graphic design
Graphic designer	£650	£700	£750	£800	£850	£900
	Associate interaction designer	Junior interaction designer	Interaction designer	Senior interaction designer	Lead interaction designer	Head of interaction design
Interaction designer	£650	£700	£750	£800	£850	£900
	Associate service designer	Junior service designer	Service designer	Senior service designer	Lead service designer	Head of service design
Service designer	£650	£700	£750	£800	£900	£1,000
	Technical writer	Lead technical writer				
Technical writer	£700	£800				
	Associate user researcher	Junior user researcher	User researcher	Senior user researcher	Lead user researcher	Head of user research

User researcher	£650	£700	£750	£800	£900	£1,000
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- **Consultant's working day:** 7.5 hours exclusive of travel and lunch.
- **Working week:** Monday to Friday excluding national holidays.
- **Office hours:** 9:00am to 5:00pm Monday to Friday.
- **Travel, mileage subsistence:** Included in day rate within M25. Payable at department's standard travel and subsistence rates outside M25.
- **Mileage:** As for travel, mileage subsistence.
- **Professional indemnity insurance:** included in day rate.
- All rates are quoted exclusive of VAT.
- Enterprise style deals & time limited discounts may be available.
- Individual Prices may increase during the contract as per CCS guidelines at call-off level, where reviews have been agreed by both parties prior to the contract award.

2 SEO Consultancy & Support Subscription Packages

We offer a number of subscription packages. They cover help and on-going support from our SEO team. 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+
Daily rate	£800	£780	£760	£740
Monthly price	£1,600	£3,120	£4,560	No. days * £740

- **Consultant's working day:** 7.5 hours exclusive of travel and lunch.
- **Working week:** Monday to Friday excluding national holidays.
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- **Travel, mileage subsistence:** Included in day rate within M25. Payable at department's standard travel and subsistence rates outside M25.
- **Mileage:** As for travel, mileage subsistence.
- **Professional indemnity insurance:** included in day rate.
- All rates are quoted exclusive of VAT.
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- This service is delivered remotely.

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.

2.1 *What's Included*

We provide the following services with our packages. How much of each can be delivered is determined by your priorities and the number of days purchased.

- SEO strategy development and maintenance
- KPI checks & measurements
- On-page / off-page and technical optimisation
- Monthly technical review and reporting
- Site speed review & optimisation
- Content optimisation
- Site structure review & optimisation
- Sitemap optimisation
- Keyword changes and identifying keyword opportunities
- Meta description optimisation
- Weekly SEO health checks
- Backlink maintenance and review
- General negative SEO protection
- Review of your Google Analytics data

If you want us to take over an existing site, which Annertech has not been involved with before, then a Search Engine Optimisation Audit will be required first. Please see the Search Engine Optimisation Audit section below for pricing.

3 Search Engine Optimisation Audit

Day rate	
SEO specialist	£800

The number of days needed to conduct a SEO audit is dependent on the size and complexity of the site in question, but they typically take 5-7 days to complete.

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- **Travel, mileage subsistence:** Included in day rate within M25. Payable at department's standard travel and subsistence rates outside M25.
- **Mileage:** As for travel, mileage subsistence.
- **Professional indemnity insurance:** included in day rate.
- All rates are quoted exclusive of VAT.
- Enterprise style deals & time limited discounts may be available.
- Individual Prices may increase during the contract as per CCS guidelines at call-off level, where reviews have been agreed by both parties prior to the contract award.

4 SEO Training

	Rate
Training preparation	£900 per workshop
On-site training	£1,000 per day
Remote training	£900 per day

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- **Working week:** Monday to Friday excluding national holidays.
- **Office hours:** 9:00am to 5:00pm Monday to Friday.
- **Travel, mileage subsistence:** Included in day rate within M25. Payable at department's standard travel and subsistence rates outside M25.
- **Mileage:** As for travel, mileage subsistence.
- **Professional indemnity insurance:** included in day rate.
- All rates are quoted exclusive of VAT.
- Enterprise style deals & time limited discounts may be available.
- Individual Prices may increase during the contract as per CCS guidelines at call-off level, where reviews have been agreed by both parties prior to the contract award.

5 Managed Hosting

5.1 Upsun Professional Hosting

Cost per annum	
Small Up to 100k page views / month	£3,065
Medium Up to 500k page views / month	£4,075
Large Up to 1m page views / month	£5,895
X Large Up to 2m page views / month	£7,795
XX Large Up to 4m page views / month	£10,995

- All rates are quoted exclusive of VAT.
- Enterprise style deals & time limited discounts may be available.
- Individual Prices may increase during the contract as per CCS guidelines at call-off level, where reviews have been agreed by both parties prior to the contract award.

All plans come with:

- 5GB of storage, additional storage available upon request in increments of 5GB
- 99.5% uptime guarantee
- Basic backups

5.2 Upsun Enterprise Hosting

	Cost per annum
Small Up to 100k page views / month	£5,045
Medium Up to 500k page views / month	£6,795
Large Up to 1m page views / month	£9,095
X Large Up to 2m page views / month	£16,995
XX Large Up to 4m page views / month	£26,895

- All rates are quoted exclusive of VAT.
- Enterprise style deals & time limited discounts may be available.
- Individual Prices may increase during the contract as per CCS guidelines at call-off level, where reviews have been agreed by both parties prior to the contract award.

All plans come with:

- 50GB of storage, additional storage available upon request in increments of 5GB
- 99.9% uptime guarantee
- Advanced backups
- WAF & Fastly CDN with 1TB bandwidth

5.3 LocalGov Drupal Cloud

LocalGov Drupal CMS Cloud SaaS provides a secure, accessible platform for councils and public sector organisations to deliver their public services digitally for citizens and users. An online service available immediately and ready to populate your council's content.

Service	Indicative amount
LocalGov Drupal SaaS	£1,000 / month

- All rates are quoted exclusive of VAT.
- Enterprise style deals & time limited discounts may be available.
- Individual Prices may increase during the contract as per CCS guidelines at call-off level, where reviews have been agreed by both parties prior to the contract award.

5.4 LocalGov Drupal Microsites Cloud

Operate your entire fleet of LocalGov Drupal microsites from one easy-to-use platform that gives you oversight and control of your entire digital estate.

Service	Indicative amount
Small • Unlimited microsites • 50G storage • Up to 100k page views per month • 8 support hours per month	£1,000 / month
Medium • Unlimited microsites • 100G storage • Up to 500k page views per month • 16 support hours per month	£1,900 / month
Large • Unlimited microsites • 150G storage • Up to 2m page views per month • 24 support hours per month • CDN • WAF	£3,500 / month

- All rates are quoted exclusive of VAT.
- Enterprise style deals & time limited discounts may be available.
- Individual Prices may increase during the contract as per CCS guidelines at call-off level, where reviews have been agreed by both parties prior to the contract award.

6 Contact Details

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annertech

We're looking forward to working together.

