



ENTITY SEO

(GEO)

LOT 3 - CLOUD SUPPORT

<https://www.structureddata.co.uk>



WHAT IS ENTITY-BASED SEO?

Entity-based search engine optimisation differs from traditional SEO in that it is more focused on entities rather than keywords.

With the launch of AI mode, ChatGPT, Claude and other large language models (LLMs) the world of SEO has changed completely, and so should your SEO strategy.

Entity-based SEO:

- Uses entities rather than keywords, as that's what search engines and AI use to identify what a user is searching for
- Looks at topical clusters (groups of keywords)
- Is targeted towards improving AI visibility and overall brand visibility
- Focuses on intent rather than creating pages for everything
- Does not focus on backlinks or domain authority (DA)



WHAT ARE THE BENEFITS?

01

IMPROVED AI VISIBILITY

Helps AI understand your content more easily via entity optimisation, as AI and Google use entities rather than keywords to understand content.

02

IMPROVES TOPICAL AUTHORITY

Helps improve authority in your industry for specific sector topics by creating topic clusters and improving relationships between authors and content.

03

HELPS USERS FIND INFORMATION

Assists users in finding authoritative government information quickly and accurately which also helps to reduce support costs.

04

GDS ALIGNMENT

The service aligns with the goal for clear, findable, user-centric information, as by clarifying the entities within the content, you make search easier.

05

HELPS IMPROVE RICH RESULTS

Entity-based SEO and structured data help improve visibility and trigger Rich Results in SERPs.

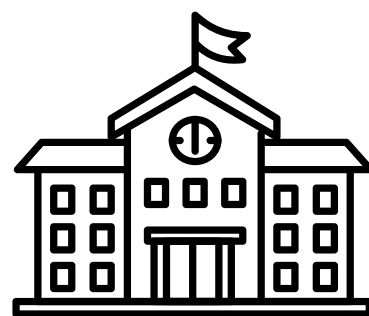
06

IMPROVES ACCESSIBILITY

Improved navigation, site structure, semantic markup and entities help assistive technologies to understand the content more easily.

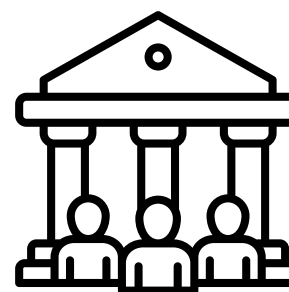
WHO WE CAN HELP

We help government departments, tourism bodies, healthcare organisations, and local authorities improve their search engine visibility through expert SEO services.



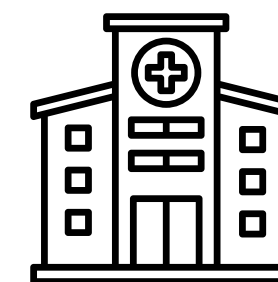
EDUCATION SECTOR

Schools, colleges, universities and training providers



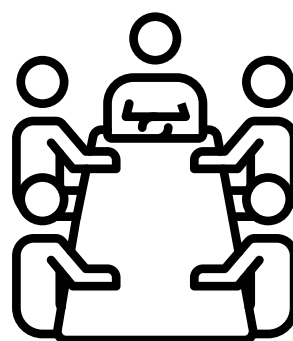
MINISTERIAL DEPARTMENTS

Government organisations and departments



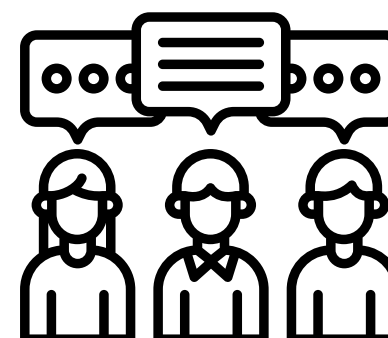
NHS

NHS and healthcare organisations



LOCAL COUNCILS

Local council websites, products and services



PUBLIC BODIES

Government agencies, tourism agencies and other public bodies



CHARITIES

Charities and not-for-profit organisations

WHAT THE SERVICE PROVIDES

Our entity-based SEO service provides comprehensive solutions tailored to public sector requirements. We work collaboratively with your development team to implement and maintain high-quality SEO on your website.

01

TECHNICAL SEO AUDIT

Our comprehensive technical audit covers everything from crawling and indexing issues, to semantic similarity, low relevance content and topical cluster identification.

02

DEVELOPER SUPPORT

we work with your developer to ensure that all of the technical SEO recommendations are implemented based on priority and impact.

03

STRUCTURED DATA

We provide structured data recommendations to improve your brand entity and content relevance. We can even write it for you.

04

CONTENT SUPPORT

We support your internal team or agency with all of the content recommendations, including adding entities to the content, internal linking optimisation and the creation of topical clusters to improve understanding and relevance.

05

MONTHLY REPORTING

We create a monthly report to show the progress of your SEO and provide daily monitoring of your brand entity and Knowledge Panels using our bespoke in-house tools.

06

ONGOING SUPPORT

We don't stop there - we provide ongoing SEO support for the duration of your contract, continuing with optimisation, improvements and audits.

Important: We work with your existing development team to implement any SEO recommendations. Clients must have a developer available for implementation work - we provide the recommendations and support, but do not provide development services.



SOCIAL VALUE

The Structured Data Company is committed to delivering social value. Our approach actively supports SMEs, the environment and promotes knowledge sharing.

SUPPORTING SMEs AND THE SUPPLY CHAIN:

- We actively collaborate with other SMEs, agencies, and subcontractors where specialist skills are required
- We are happy to work alongside SEO agencies who need our expertise as part of their G-Cloud offering
- Commitment to fair payment terms and ethical business relationships with all partners

ENVIRONMENTAL SUSTAINABILITY:

- Remote-first working model eliminates unnecessary travel and reduces carbon footprint
- Digital-only document delivery with no paper waste
- Virtual meetings as standard practice

KNOWLEDGE SHARING AND EDUCATION:

- Regular knowledge sharing about SEO and structured data via LinkedIn and our website <https://www.structureddata.co.uk>
- Discounted rates available for educational sector organisations & charities
- Contributing to raising standards in structured data implementation across the public sector

SERVICE OVERVIEW

01

INITIAL ENGAGEMENT

Each engagement begins with a discovery call to understand your specific requirements, current website architecture, and SEO objectives. We will discuss your existing tactics (if any), identify priority pages, and establish a clear understanding of the scope and timeline.

02

STANDALONE TECHNICAL SEO AUDIT

Our comprehensive audit provides an in-depth analysis of your current website. The audit covers:

- Crawling and indexing issues
- Content cannibalisation and duplicate content identification
- Visualisation of the semantic similarity between your content
- Low relevance content identification
- Entity optimisation recommendations within your content
- Topical cluster identification and recommendations
- Identification of missing structured data opportunities
- Analysis of your other current technical SEO issues
- Prioritised recommendations with severity ratings
- Brand entity audit, which identifies any issues with your brand in AI or search results, consolidates brand signals, helps eliminate brand ambiguity and solidifies your brand identity



SERVICE OVERVIEW

03

STRUCTURED DATA RECOMMENDATIONS (ONGOING BASIS ONLY)

We provide comprehensive recommendations on how to improve your schema markup, and can even write it for you as part of your package if you would like us to.

04

IMPLEMENTATION SUPPORT (ONGOING BASIS ONLY)

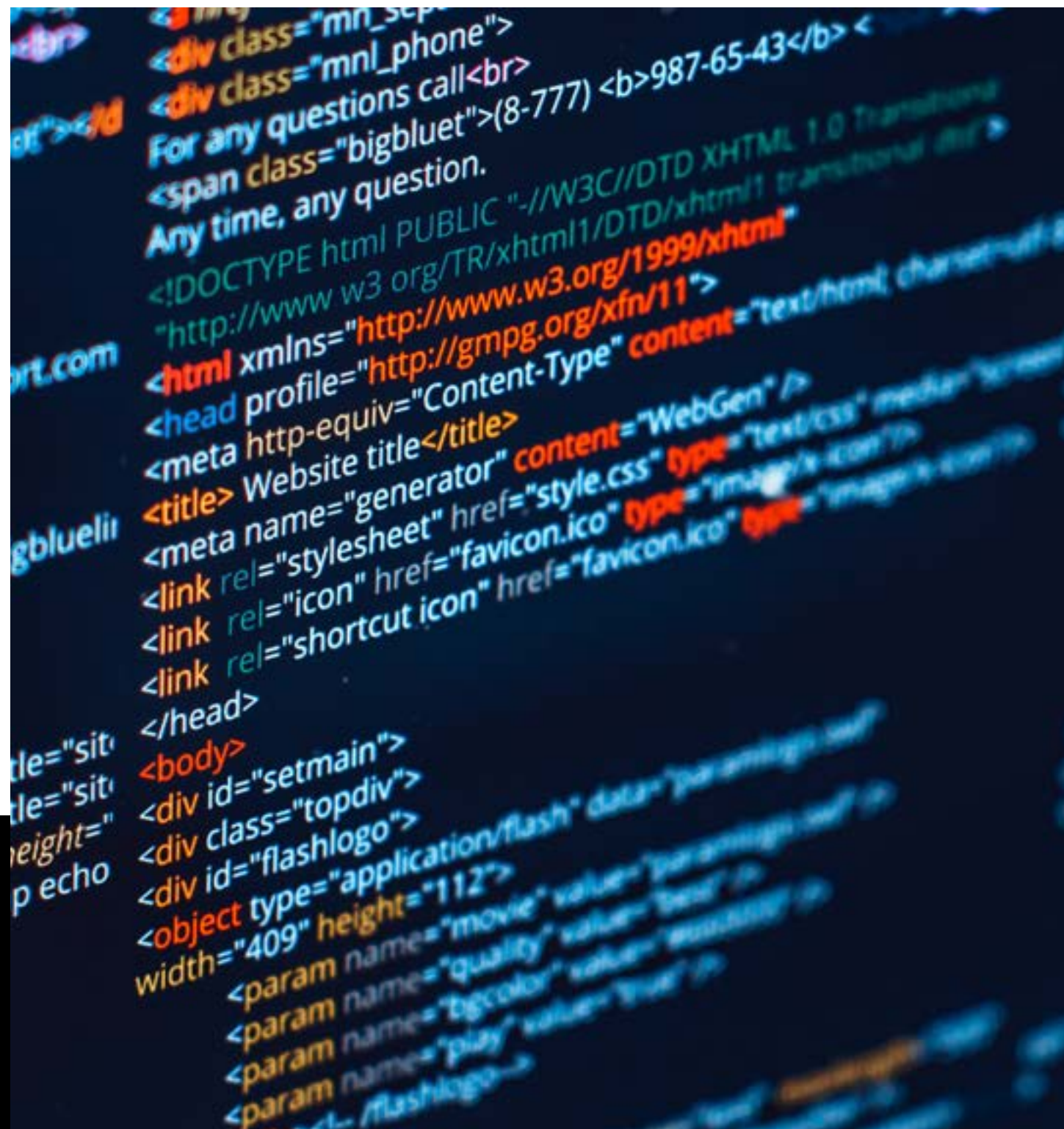
We work with your developer to fix any issues found in your technical SEO audit based on priority.

05

CONTENT SUPPORT (ONGOING BASIS ONLY)

Following our audit, we will work with you and your internal team or agency to:

- Add entities into your content
- Realign the site structure of your website to create topical clusters
- Improve internal linking
- Improve your brand entity with structured data markup, make suggestions for where you can get brand mentions and make recommendations for branded content on your website
- Improve AI's understanding of your content
- Create clearer user intent for pages
- Address any content cannibalisation
- Remove or improve any low relevancy content



SERVICE OVERVIEW

06

ONGOING OPTIMISATION & MONITORING (ONGOING BASIS ONLY)

We support you with your SEO throughout the duration of your contract, continuing with optimisation and improvements, performing technical audits, monitoring progress and advising your team or developer about issues before they become a serious SEO problem.

07

MONTHLY REPORTING (ONGOING BASIS ONLY)

We create a monthly report to show the progress of your SEO and provide daily monitoring of your brand entity and Knowledge Panels using our bespoke in-house tools.

08

OPTIONAL SERVICES (ONGOING BASIS ONLY)

WEBSITE MIGRATION

We can support you through your website migration, whether that is a domain migration, rebrand or expanding into international markets.

BESPOKE STRUCTURED DATA MARKUP

We can write custom structured data (schema markup) for your website using bespoke templates or hand-coded markup.



SLA

We work on an ongoing basis with our clients for entity-based SEO, which works as follows:

INITIAL DISCOVERY CALL

We have a 30 minute introductory discovery call to discuss your requirements.

STANDALONE TECHNICAL SEO AUDIT

You pay for a technical SEO audit to be carried out, which will identify any issues with the crawling and indexing of your website, topical clustering etc. We work out how long it may take to fix these issues and let you know. You then choose how many days per month you would like to purchase on an ongoing basis over the next 12 months.

ONGOING BASIS CONTRACT

Once you have signed up to our ongoing services, we will provide a roadmap of tasks to be completed. We will then work with your developer to implement the technical recommendations, and your content team or agency to implement the content recommendations, and will report on the progress of your structured data each month. The minimum contract term is 12 months. Fees are invoiced monthly in arrears.

CONTRACT TERMINATION

Either party may terminate the service with 30 days' written notice. Upon termination, you retain all structured data specifications, documentation, and deliverables provided during the contract. We will ensure a smooth transition and provide handover documentation as needed.

Description	Terms
Contract Length	12 month+ contract
Response times 9am - 5pm Monday - Friday Exc Bank Holidays	Within 24 hours
On Site Working	Not available
Deliverables	As per roadmap
Days Per Month	3+ days per month
Reporting & Monitoring	Comprehensive reporting & monitoring

DATA PROTECTION

INFORMATION ASSURANCE

We prioritise the security and protection of all information. Our services involve working with publicly available website data and **we do not require access to personal data or sensitive systems**. Where client data is handled, we maintain strict confidentiality and follow data protection best practices. We follow strict information security policies and procedures and continuously review and update our security measures to mitigate risks and ensure the highest level of information assurance for our clients.

BUSINESS CONTINUITY

As a remote-first consultancy, our business continuity plan ensures service delivery can continue regardless of physical location. All work is conducted digitally with cloud-based backup and redundancy.

PRIVACY & GDPR

The Structured Data Company is registered with the Information Commissioner's Office (ICO). We comply with GDPR principles and ensure all processing meets Data Protection law. Our services primarily involve working with publicly visible website content, minimising data protection considerations. Where personal data is involved, we will agree data management protocols with you, assigning clear roles and responsibilities.



MEASURING SUCCESS

Success in entity-based SEO is measured a little differently to traditional SEO. Rather than focusing on metrics and KPIs such as keyword rankings, we look at:

- Brand entity visibility improvements
- Topical cluster improvements (groups of keywords)
- Rich results visibility
- AI visibility for the brand
- Increased revenue / leads (where relevant)

For us to measure success accurately, we will need read-only access to your Google Search Console, Google Analytics, Bing Webmaster Tools and Google Business Profile accounts.

Unlike traditional SEO, entity-based SEO takes longer on average to show results, and it can take up to 12 months before the benefits of the improvements really start to take effect.

Success largely depends on the ability and capacity of your developer to implement changes in a timely manner, which is why we prefer to work together on an ongoing basis.



CASE STUDIES



We have worked with many happy clients over the years, from small start-ups to enterprise-level organisations.

The Structured Data Company was proud to support Amtivo with their British Assessment Bureau website migration, and we were shortlisted for the “Best SEO Campaign” at the UK Search Awards 2025! We achieved an 186% increase in traffic from Bing, 50% increase in traffic from Google and clarified the relationships between 42 different acquisitions and mergers. We did this by adopting semantic structures, implementing bespoke structured data, utilising brand entity linking to clarify the relationships between British Assessment Bureau and Amtivo and the services they offer and other SEO improvements. [Read more here.](#)

We implemented custom structured data on an e-commerce client's website, resulting in a 1,123% increase in valid Product Snippets and Merchant Center Listings. [Read more here.](#)

We wrote custom product and brand structured data for this e-commerce client, who saw a slow and steady improvement in their overall traffic, going from 59,000 organic searches a month to 101,000 organic searches a month, which is a 79% increase in organic traffic! [Read more here.](#)

WHY CHOOSE US?



UK BASED



The Structured Data Company is one of the only dedicated consultancies for schema markup in the UK. Our founder, Kelly Sheppard, has 17 years of experience in the SEO industry, and has been working with structured data since 2014.

We're a small company, so this means that we have more time to focus on what matters most - doing the best possible job for you.

You get personalised service, fast response times, and actually deal with the expert who is working for you directly.

Kelly will be your dedicated point of contact throughout the contract. Regular check-ins ensure you are kept informed of progress, performance, and any recommended actions. We prioritise effective communication and aim to build a genuine partnership rather than a transactional supplier relationship.

We welcome collaboration with SEO agencies and digital partners who require entity-based SEO expertise. If you are an agency on G-Cloud that cannot provide entity-based SEO services internally, we are happy to work alongside you to support your clients with this specialist service.

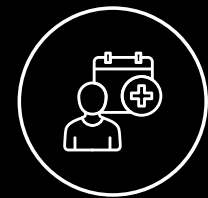
GET IN TOUCH

We offer a free 30 minute SEO consultation.
There's no obligation, just a friendly chat
regarding your search engine optimisation.

To order our SEO services, please contact us to
discuss your requirements.

Discounts are available for educational
establishments and also charities.

Please also see our pricing structure document
and SFIA definition and rate card document for
more information about our fees.



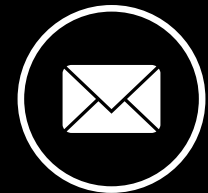
BOOK A FREE APPOINTMENT

[Book Now](#)



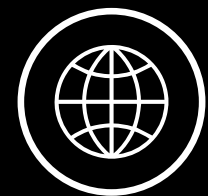
PHONE

[01233 535034](tel:01233535034)



EMAIL

info@structureddata.co.uk



WEBSITE

<https://www.structureddata.co.uk>



LINKEDIN

[linkedin.com/in/kelly-sheppard-seo/](https://www.linkedin.com/in/kelly-sheppard-seo/)