

Example ongoing basis pricing for our structured data services is outlined below. We work on a flat day rate of £650 per day.

Description	Starter	Bronze	Silver	Gold	Platinum
Number of Days Per Month	3 days	10 days	20 days	30 days	50 days
Minimum Contract Term	12 months	12 months	12 months	12 months	12 months
Cost Per Month	£1,950	£6,500	£13,000	£19,500	£32,500

Standards for consultancy day rate cards

- Consultant’s working day: 7 hours exclusive of travel and lunch
- Working week: Monday to Friday excluding bank holidays
- Office hours: 9:00am to 5:00pm Monday to Friday
- Travel, mileage subsistence: Not applicable - remote working only
- Mileage: Not applicable - remote working only
- Professional indemnity insurance: included in day rate
- VAT - not applicable - not VAT registered

10% discount on the above fees for charities (registered with the UK Charity Commission) and educational institutions.

Example project basis pricing is outlined below. Exact project requirements and technical difficulty may change the total cost.

Description	Small	Medium	Large	Enterprise	Bespoke
Number of Website Pages	10	25	100	500	600+
Project Duration	5 months	3 months	6 months	24 months	36 months
Average Cost Per Project	£6,500	£16,250	£70,000	£300,000	£500,000

Standards for consultancy day rate cards

- Consultant’s working day: 7 hours exclusive of travel and lunch
- Working week: Monday to Friday excluding bank holidays
- Office hours: 9:00am to 5:00pm Monday to Friday
- Travel, mileage subsistence: Not applicable - remote working only
- Mileage: Not applicable - remote working only
- Professional indemnity insurance: included in day rate
- VAT - not applicable - not VAT registered

10% discount on the above fees for charities (registered with the UK Charity Commission) and educational institutions.



WHAT'S INCLUDED

ONBOARDING

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

STRUCTURED DATA AUDIT

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

- Existing structured data validation against Schema.org specifications
- Google Rich Results Test analysis for all key page types
- Schema Markup Validator testing
- Google Search Console structured data reports review
- Identification of missing schema opportunities
- Prioritised recommendations
- We can also carry out an optional 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



WHAT'S INCLUDED

SCHEMA DEVELOPMENT

We develop custom JSON-LD structured data tailored to your organisation. All structured data is created following Google's guidelines and Schema.org best practices.

IMPLEMENTATION SUPPORT

We provide implementation specifications to your development team, including complete JSON-LD code blocks ready for insertion, placement guidance, dynamic variable mapping documentation, and validation checkpoints. We then work directly with your developer to ensure correct implementation and resolve any technical queries during the implementation stage. Validation reports will be sent to you upon successful implementation.

ONGOING MONITORING (ONGOING PACKAGES ONLY)

Our ongoing support package includes:

- Active monitoring for Google and Schema.org documentation updates and specification changes
- Continuous validation checking to ensure structured data remains valid
- Google Search Console performance reporting on structured data
- Optional brand monitoring with daily updates and visualisations
- Schema rewriting and updates when content changes (eliminating schema drift)
- Updated specifications sent to your developer for implementation

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 structured data expertise. If you are an agency on G-Cloud that cannot provide structured data services internally, we are happy to work alongside you to support your clients with this specialist service.

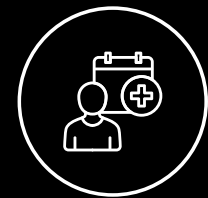
GET IN TOUCH

We offer a free 30 minute structured data consultation. There's no obligation, just a friendly chat regarding your schema markup.

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

Discounts are available for educational establishments and also charities.

Please also see our service definition document and SFIA definition and rate card document for more information.



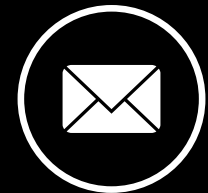
BOOK A FREE APPOINTMENT

[Book Now](#)



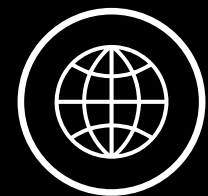
PHONE

[01233 535034](#)



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/)