



STRUCTURED DATA

(SCHEMA MARKUP)

LOT 3 - CLOUD SUPPORT

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



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  ],
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    ]
  }
}
```

WHAT IS STRUCTURED DATA?

Structured data, also known as schema markup, is code which is added to the backend of your website to help search engines and AI understand more about your content.

The public sector needs modern data strategies to enhance citizen-focused digital services. Structured data helps with this.

Structured data helps organisations:

- Show up for Rich Results in search engines
- Enhance click through rates (CTR)
- Answer users questions via zero-click searches
- Improve AI models understanding of your website, organisation and services that you offer

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  "@type": "AboutPage",
  "url": "https://www.structureddata.co.uk/about",
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  ],
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    ]
  }
}
```

WHAT ARE THE BENEFITS OF STRUCTURED DATA?

01

IMPROVED UNDERSTANDING

Structured data helps search engines and AI understand your content using entities, meaning they show more relevant results to users.

02

CREATE RELATIONSHIPS

Structured data can help Google and AI understand the relationships between your brand, legal entity, products and services.

03

CURBS ENVIRONMENTAL IMPACT

By cutting down on crawling, search engines use less resources, which ultimately helps lessen the environmental impact.

04

HELPS ELIMINATE AMBIGUITY

Structured data can help eliminate ambiguity, as it clearly defines the official entity and the relationships between your website, brand, legal entities and products or services.

05

USERS CAN FIND SERVICES MORE EASILY

Structured data can help users find exactly what they are looking for in search results a lot more quickly.

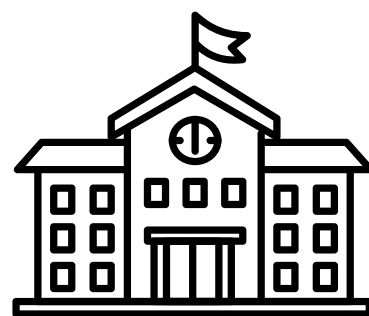
06

HELPS B2C AND B2B

If your department sells products to consumers or businesses, structured data can help you appear for more Rich Results in search results.

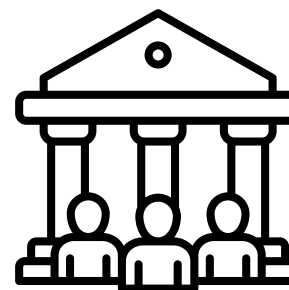
WHO WE CAN HELP

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



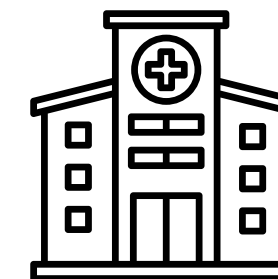
EDUCATION SECTOR

Schools, colleges, universities and training providers



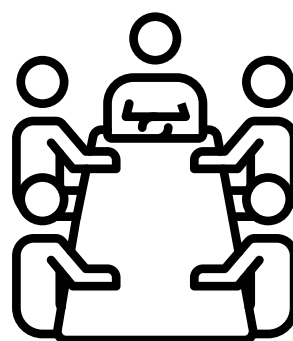
MINISTERIAL DEPARTMENTS

Government organisations and departments



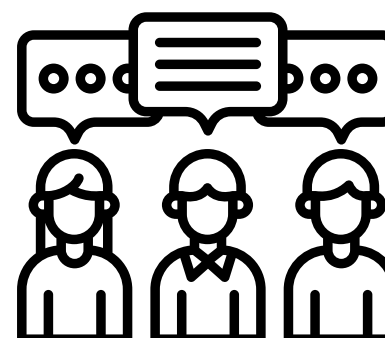
NHS

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



VALUE PROPOSITION

Our structured data consultancy service addresses a critical gap in public sector digital strategy. While many organisations invest heavily in SEO, **structured data implementation is often overlooked** or incorrectly implemented, resulting in missed opportunities for enhanced search visibility and rich results in Google Search.

HOW WE CAN HELP

We solve key problems for public sector organisations:

- Incorrect or missing structured data preventing rich snippets and enhanced SERP features from appearing
- Schema drift where structured data becomes invalid as the website content changes
- Lack of ongoing monitoring for Google/Schema.org documentation updates / supported types and properties
- Internal teams and SEO agencies lacking specialist structured data expertise
- Help eliminate ambiguity between government departments and services
- Users can find what they are looking for more easily with Rich Results and improved understanding of website content

WHAT THE SERVICE PROVIDES

Our structured data service provides comprehensive schema markup solutions tailored to public sector requirements. We work collaboratively with your development team to implement and maintain high-quality structured data on your website.

- 01 STRUCTURED DATA AUDIT**
Comprehensive analysis and report of existing structured data, identifying errors, warnings, and opportunities for improvement.
- 02 SCHEMA DEVELOPMENT**
Custom JSON-LD structured data creation following Schema.org best practices and Google's guidelines, tailored to your website.
- 03 IMPLEMENTATION SUPPORT**
We work alongside your developer to implement structured data seamlessly across the backend of your website. You will receive validation reports upon implementation.
- 04 ACTIVE MONITORING (ONGOING PACKAGES ONLY)**
Active schema monitoring for Google and Schema.org documentation updates and specification changes.
- 05 PERFORMANCE REPORTING (ONGOING PACKAGES ONLY)**
Regular reporting on structured data performance using Google Search Console data.
- 06 BRAND MONITORING (OPTIONAL)**
Daily updates and graphs tracking brand-related performance in Google's Knowledge Graph.

Important: We work with your existing development team to implement structured data. Clients must have a developer available for implementation work - we provide the structured data markup 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 structured data 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 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 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.

02

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



SERVICE OVERVIEW

03

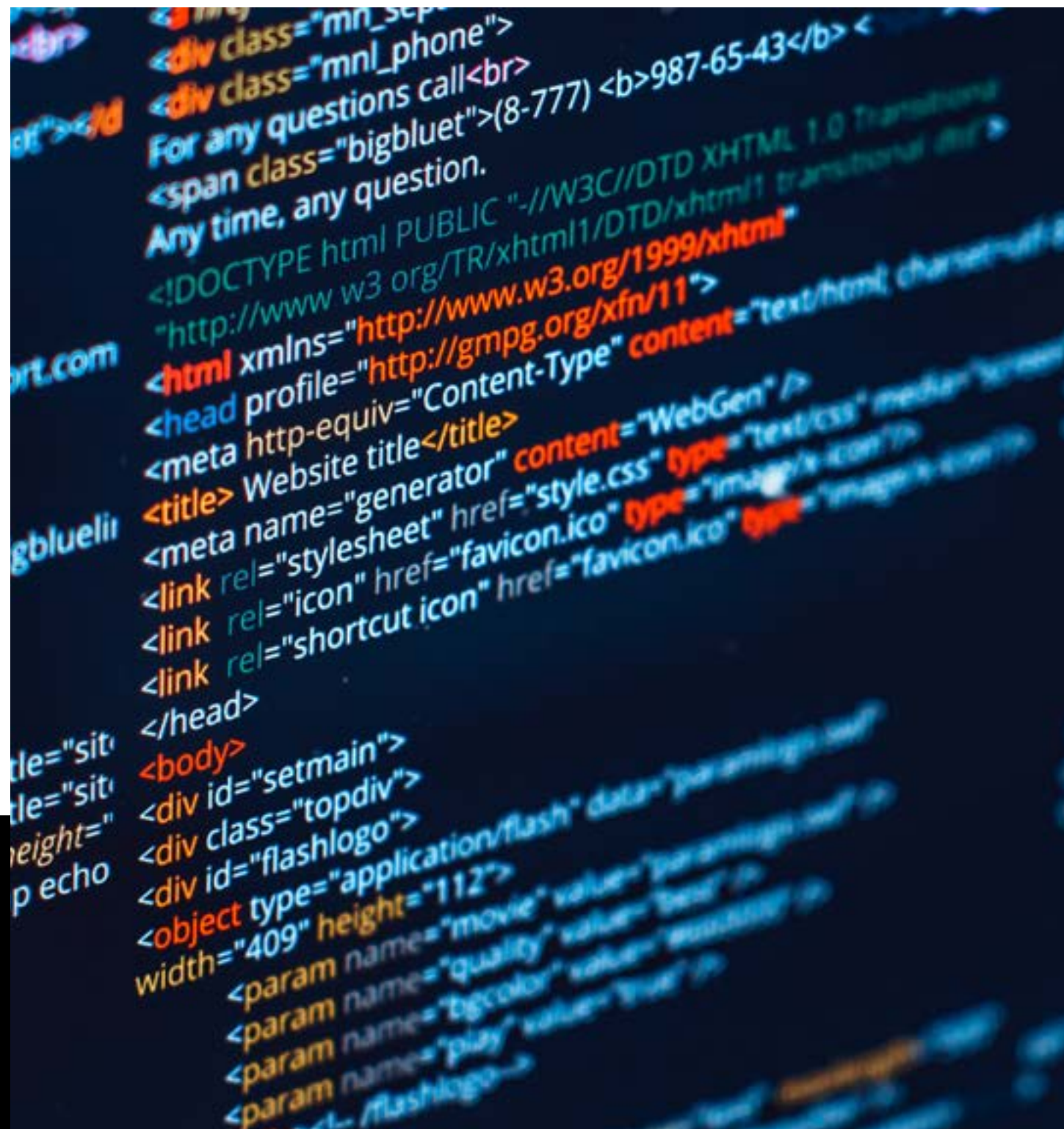
SCHEMA DEVELOPMENT

Following the audit, we develop custom JSON-LD structured data tailored to your organisation. This includes Organization, GovernmentOrganization, LocalBusiness, FAQPage, Event, Article, WebPage and other relevant schema types. All structured data is created following Google's guidelines and Schema.org best practices.

04

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. At this stage, we would need to establish Google Search Console access (viewer access required for reporting) as well as setting up a meeting with your development team to establish a solid working relationship and communication channels. We then work directly with your developer to ensure correct implementation and resolve any technical queries during the implementation stage.



SERVICE OVERVIEW

05

ONGOING SUPPORT & MONITORING

Our ongoing support packages include:

- 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
- Schema rewriting and updates when content changes (eliminating schema drift)
- Updated specifications sent to your developer for implementation
- Monthly performance reporting for your structured data markup using Google Search Console data (if available)

06

BRAND MONITORING (OPTIONAL)

If we have carried out a brand entity audit as part of our initial onboarding process, then we will monitor your brand's progress with daily updates and graphs tracking brand-related performance in Google's Knowledge Graph using our bespoke in-house tools.



	Ongoing	Project Basis
Contract Length	12 month+ contract	Ad-hoc project only
Response times 9am - 5pm Monday - Friday Exc Bank Holidays	Within 24 hours	Within 24 hours
On Site Working	Not available	Not available
Deliverables	As many pages as possible per month	Set number of pages
Days Per Month	3+ days per month	Set per project
Reporting & Monitoring	Comprehensive reporting & monitoring	No reporting or monitoring

SLA

We offer two different types of package:

PROJECT BASIS

We will write structured data for a set amount of pages over a set amount of time, as per the project. This option does not include performance reporting or structured data monitoring, but does include validation reports. Project-based work is typically invoiced upon completion of agreed milestones.

ONGOING BASIS

We will write structured data for as many pages as possible over the contract term. You choose how many days per month you would like to purchase. We will actively monitor and update your markup during this time, 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. Payment terms are 30 days from receipt of invoice.

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.

An illustration on the left side of the page shows a hand holding a large padlock. The padlock is composed of many small, light blue and white square blocks, resembling a digital or data structure. The hand is rendered in a simple, stylized orange-brown color. The background behind the hand and padlock is a dark blue with scattered white and light blue squares, suggesting a digital environment or data points.

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.

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 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.

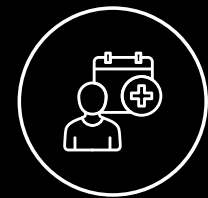
GET IN TOUCH

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



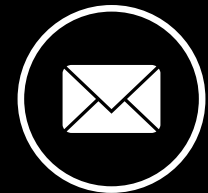
BOOK A FREE APPOINTMENT

[Book Now](#)



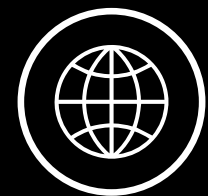
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LINKEDIN

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