

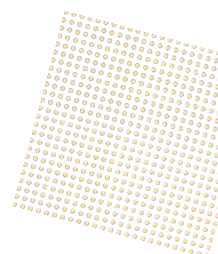


G-Cloud 15 Service Description

**Insytful – The digital accessibility,
website improvement and QA platform**



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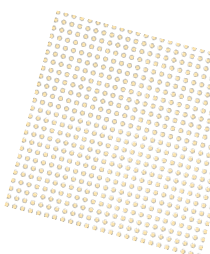




About Zengenti

We're Zengenti, the creators of leading SaaS platforms Contensis and Insytful. We were founded in 2001, and for 25 years, we have provided accessible, responsive websites and digital systems to the public sector. Working with Zengenti, clients gain a single, trusted partner covering the entire digital journey.

Our products, Contensis and Insytful, create outstanding digital experiences. Contensis is our headless, API-first Digital Experience Platform (DXP) and Content Management System (CMS), and Insytful is our digital accessibility, website improvement and QA platform. Both tools make it easier for teams to create and manage content, while ensuring it's accessible to all.

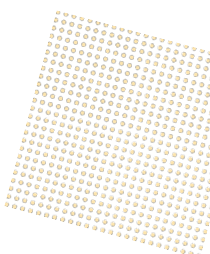
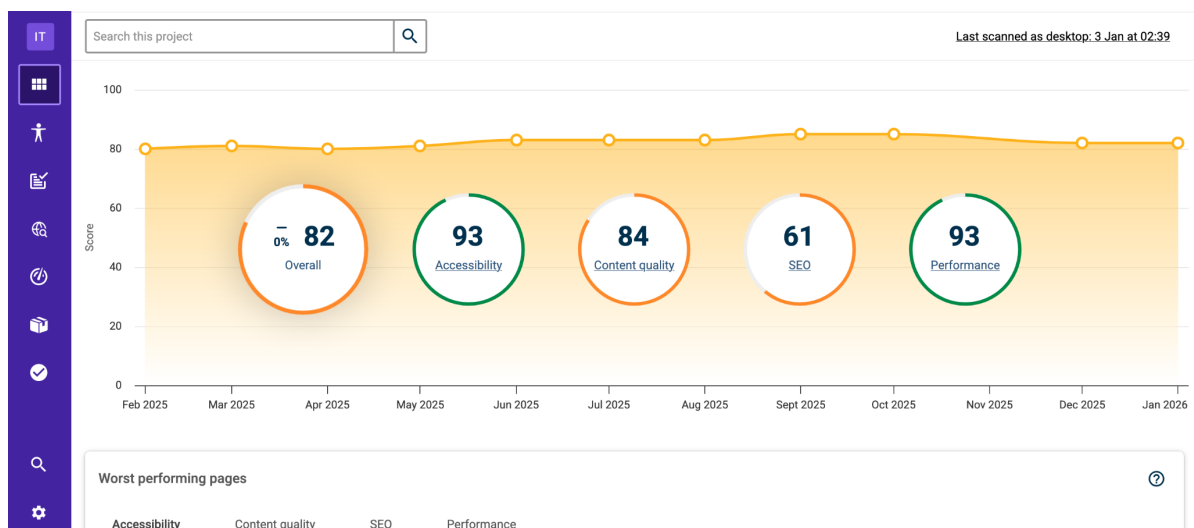




About Insytful

Insytful is a single platform for monitoring accessibility, content quality, performance and user experience across websites and intranets. Continuous QA audits identify WCAG nonconformities, PDF accessibility issues, SEO concerns, broken links, misspellings, readability problems, page speed issues, performance issues, and more.

Insytful's dashboard helps organisations prioritise fixes, track improvements, and meet compliance requirements. It helps web teams improve their websites and keep digital content consistent with company policies.



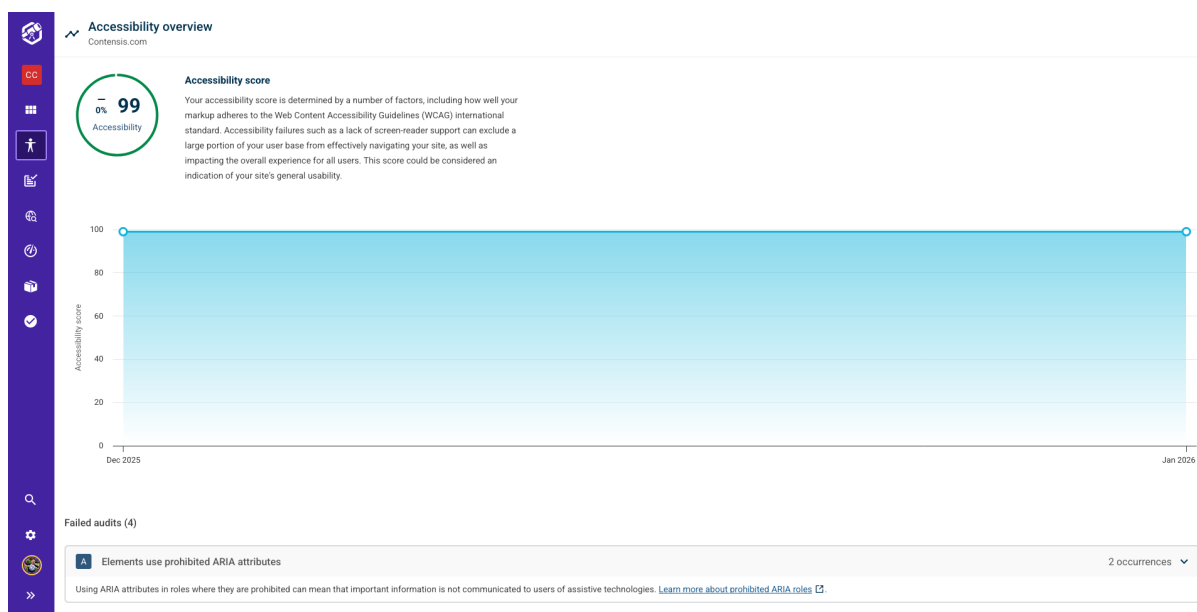


Features and benefits

Insytful scans your site for issues and explains them in plain English, with links to remediation guidance, across both authenticated and public-facing content.

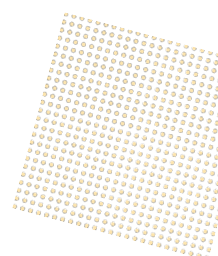
Accessibility

Unlike accessibility overlays, Insytful helps find and fix issues at the source, meeting WCAG requirements with meaningful fixes. Insytful runs scheduled, automated scans to identify WCAG 2.2 issues across HTML and PDFs. Where fully automated checks are not possible, Insytful flags areas for manual review.



Perceivable and understandable

Insytful meets best practices for the latest WCAG standards to help you offer an inclusive web experience for all. Audit your website and conduct automated and





manual checks to confidently meet the expectations set by GOV.UK and GDS.

Assistive technology support

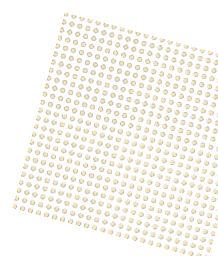
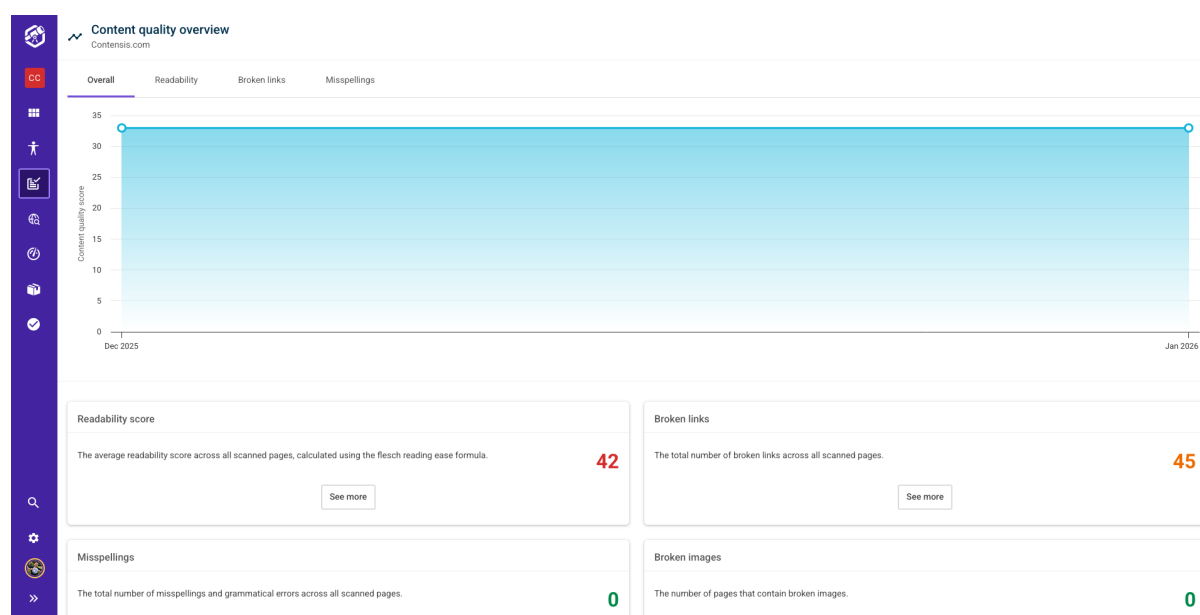
All charts and data visualisations are fully accessible, using Highcharts to ensure compatibility with assistive technologies.

PDF accessibility

Insytful identifies all PDFs with accessibility issues, such as missing tags or non-machine-readable text. All documents are viewable in the inventory, aiding content governance.

Content quality

Recognising where your content requires improvement isn't easy. A second opinion can provide reassurance, and this is where Insytful can help. Insytful highlights content issues that can undermine user experience and performance.





Protect your brand image

Insytful checks for spelling errors and missing metadata to keep your website experience consistent. Fix spelling mistakes and add brand-specific terminology to the dictionary whilst enhancing your website's readability, all in one scan.

Make your content readable and reliable

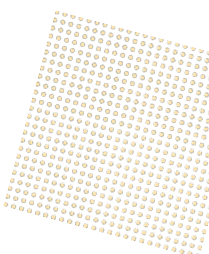
Readability checks help to improve clarity and comprehension. Using algorithms, Insytful measures the complexity of your content, identifying dense, technical information to help you keep things plain and simple.

Readability insights powered by AI

Receive feedback for individual sentences and paragraphs covering grammar, difficult words, tone of voice, sentence rewrites and more.

Say goodbye to broken content

Insytful highlights content issues such as dead and malicious links, invalid telephone numbers and email addresses, and broken images on your website. Helping to reduce the number of 404 error messages and improve user experience too.





Search engine optimisation (SEO)

Insytful can help you tackle your SEO problems. Make sure your site is discoverable by checking for crawlability issues, broken pages and links, ineffective metadata, duplicated content, and non-compliant HTTP status codes.

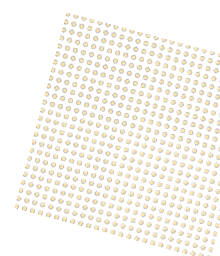
LD	Type to search for duplicate content			Showing 1 - 3 of 3 results	
	Duplicate content		Issue type	Number of occurrences	Last scanned
	Why buy cut flowers when you can have a collection of brightly coloured moth orchids? These exotic plants produce flowers th at last for months on end.		Description	3 occurrences	27 Dec, 2025
	Buy a white moth orchid from Leif		Title	2 occurrences	27 Dec, 2025
	An easy-to-care for palm that will add ready-made African vibes to any room.		Description	2 occurrences	27 Dec, 2025

Eliminate duplicate content across your estate

Duplicate content harms findability and trust. Insytful detects duplicated titles, descriptions and page content, helping simplify content governance. This feature ensures users reach the right information the first time.

Audit your website and find out what is costing you rankings

By continuously analysing your website, Insytful identifies technical issues that can prevent search engines and users from accessing key information.



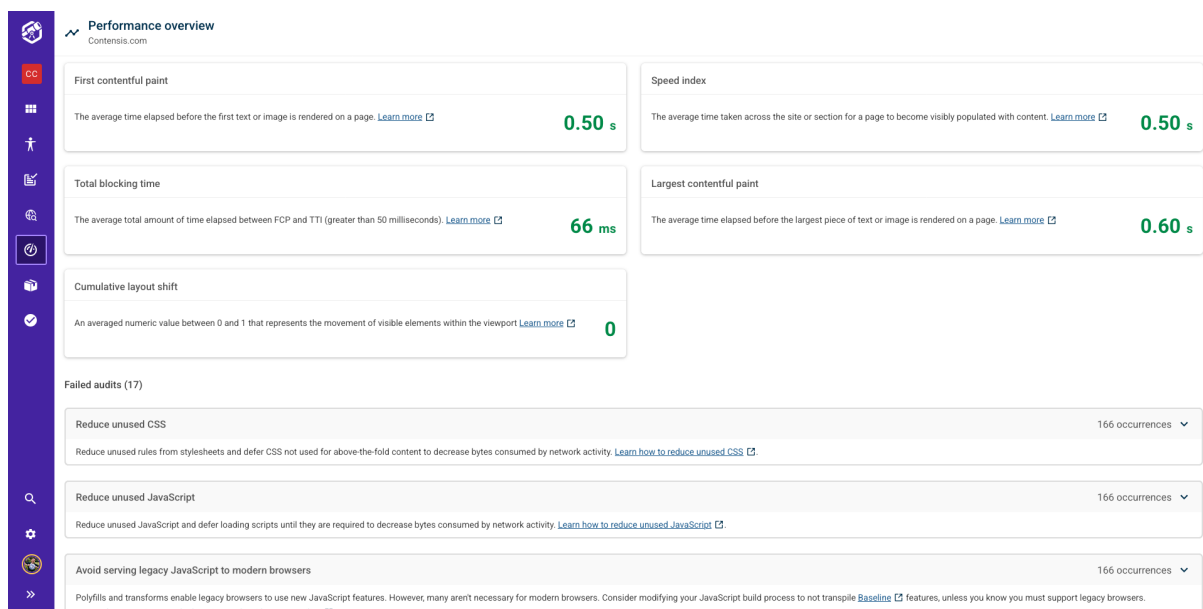


Track your progress and prove your SEO impact

Insytful prioritises issues based on impact, allowing teams to focus effort where it delivers the greatest value.

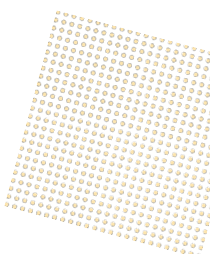
Performance

Deliver fast, reliable digital experiences that meet user expectations and public sector standards. Insytful helps organisations identify technical issues that directly affect usability and service delivery.



Works for everyone, every time

Monitor performance using metrics aligned with Google's Core Web Vitals and help teams reduce load times, improve page stability, and ensure content remains usable for users with slower connections or old devices.





Support accessibility through performance monitoring

Slow pages create barriers for users with disabilities, even where accessibility standards are technically met. Insytful helps teams reduce friction by identifying layout shifts and delayed interactivity.

Reduce environmental impact

Identify old, oversized pages and documents on your website. These audits highlight data hogs that can be removed, actively contributing to more sustainable digital services and reduced carbon emissions.

Inventory document audits

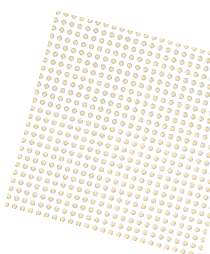
Document audits check all PDFs on your site for accessibility issues, whilst also reviewing other file types, such as Word, PowerPoint and Excel.

Surface contact details

The inventory lists all publicly available contact information on your website, valid and invalid email addresses and phone numbers, along with the number of occurrences across the site.

Audit your assets

Large documents and images can slow your site's loading times. During your scans, Insytful checks the media across your site, identifying large documents, broken images, and orphaned pages.





Premium features

Unless otherwise stated, all premium features are included within Plus and Enterprise Insytful plans. New features and improvements are released monthly.

Advice

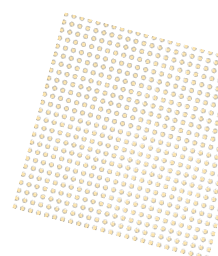
Overview pages provide useful guidance, linking to resources that explain failed audits and recommended fixes.

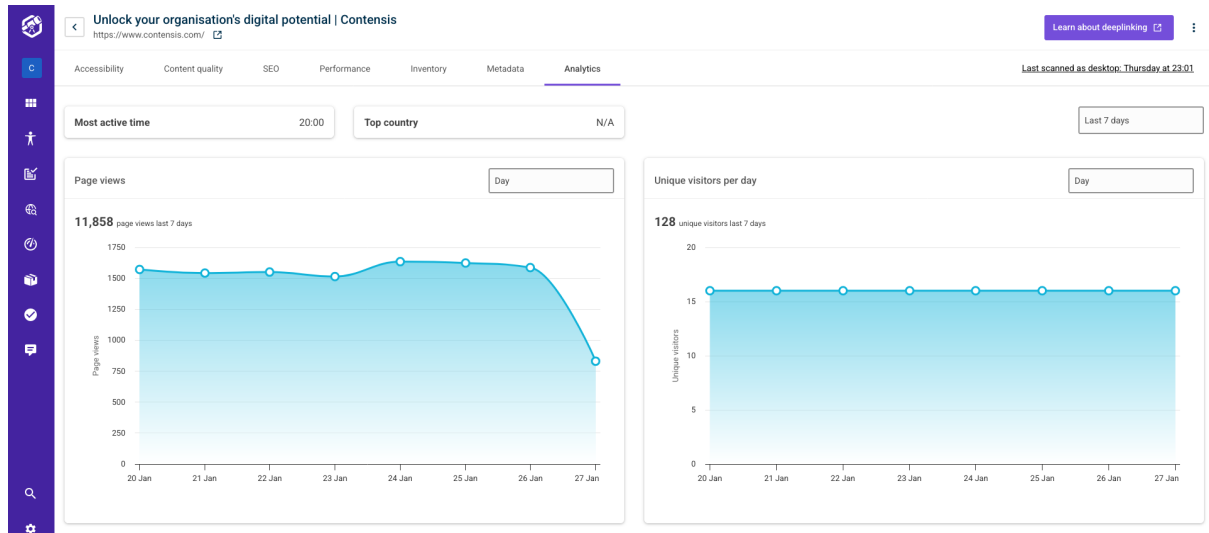
AI search

AI search and conversation tracking is an additional paid feature of Insytful. Organisations can add our natural language search solution to their website and track user queries. Answers are only based on your approved website content. For more details about AI Search and its features and benefits, search for Insytful AI Search under Lot 2b on G-Cloud.

Analytics

Make use of Insytful's first-party analytics feature to see the most and least popular content on your website. Prioritise fixes based on the severity of the issue and the page's traffic volume.





Assigned issues

Track and manage issues across your site. Assigned issues help keep teams aligned, support collaboration, and ensure problems are resolved efficiently. Assign issues to your teams within Insytful or send them to Jira.

Assigned issues
Left - demo site

4 Assigned issues

Assigned to: All ☐ Assigned by me

Page is blocked from indexing 2 occurrences

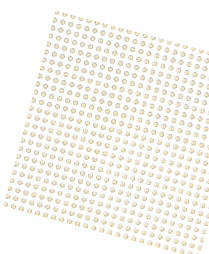
Comment: Can someone take a look at this, please? [Go to issue](#)

Assigned to: Development and IT Assigned by: Ian Proctor Date: Just now

Description: Search engines are unable to include your pages in search results if they don't have permission to crawl them. [Learn more about crawler directives.](#)

Blocking directive source: x-robots-tag: noindex

Blocking directive source: /robots.txt (live-lef-zenhub.cloud.contensis.com)





CMS deep link integration

Users can edit a page in their CMS with a click of a button in Insytful. Deep linking enables users to quickly and easily identify and fix issues, avoiding the hassle of switching to another system or manually finding the relevant page in the CMS.

Dictionary

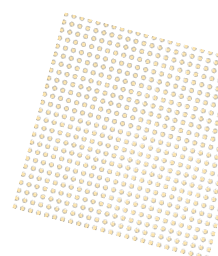
Create custom dictionaries to manage organisation-specific terminology, product names and acronyms. Multilingual content is also supported.

Integrations

Insytful has multiple popular third-party integrations to make working with the tool seamless. Integrate Insytful with your CMS, project management tracking software, Google Analytics or Google Web Risk API. If you need a new integration, let us know, and our team are there to help.

Support multiple websites

Manage multiple websites with a single Insytful subscription. Teams can scan multiple websites concurrently within the page scan limit included in their plan, with the option to scale as websites grow. Scans can include authenticated or public-facing content.





Flexible page scanning

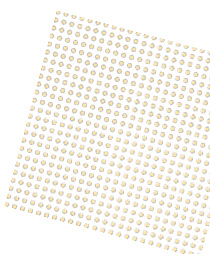
Adjust scan frequency to suit your organisation's needs. Choose between monthly or weekly scans. For frequently changing content, rescan individual pages, sections, or policies between scheduled full site scans.

Policies

Policies enable users to create custom reports based on rules, such as pages without a cookie banner, pages over a certain size, or pages that contain any incorrect brand terms, giving you greater control over your content. Policies offer granular website management and content compliance checks.

Sections

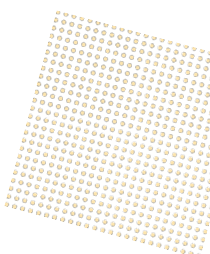
Split your site content into defined sections to enable more accurate, context-specific audits. Sections can be configured by function, department, marketing campaign and more. This feature helps assign responsibility to different teams or roles.





User management

User permissions restrict access to sites, settings and billing. Single Sign-on (SSO) is optional for enhanced user management and provides better security and simplified IT, allowing your users to log in once using their organisation credentials.





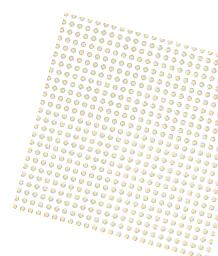
Insytful plans

Insytful offers three plans: **Free**, **Plus** and **Enterprise**. Pricing is based on a scan-per-page model, with scan limits set weekly or monthly. Scans include web pages and other documents found on websites.

The right plan for your organisation will depend on how many pages and websites you need to scan. Our team can help you understand your page and document numbers and can suggest a suitable plan to get you started.

	Free	Plus	Enterprise
Scan limits	Up to 100 pages	101 – 50,000 pages	50,001 pages +
Features	Standard features. Does not include premium features	Standard features and premium features	Standard features and premium features, plus a dedicated account manager
Add-on page scans *	X	Yes	Yes

* As your organisation grows, you can upgrade your plan to scan extra content.





Free

Our Free plan scans up to 100 pages of a single website with no time limit.

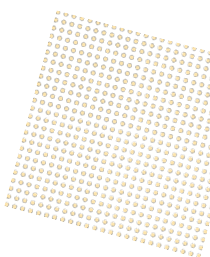
Premium features are not included with the free plan.

Plus

Our Plus plan is our most popular plan. It supports 101 to 50,000 pages across multiple websites, including microsites and intranets. The Plus plan includes all features, both free and premium, unless otherwise stated. Pricing can scale incrementally as the number of pages and websites being scanned increases over time.

Enterprise

Our Enterprise plan is designed for scanning more than 50,000 pages across large organisations. It includes all features, a dedicated account manager and a bespoke service tailored to your business needs.





Optional add-ons

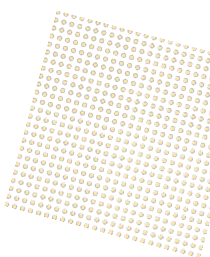
Insytful AI Search

Customers with an Insytful subscription can upgrade to access Insytful's AI Search feature. Insytful AI Search is a standalone search tool that replaces traditional keyword searching with intelligent, natural-language answers that meet evolving AI search requirements. It is a secure, brand-aligned search platform specifically designed for the public sector. It provides your website visitors with instant, accurate answers grounded 100% in your approved web content.

Together, AI search and Insytful provide both intelligent discovery and continuous website quality assurance.

AI Search is available to Insytful customers at a discounted rate. Full platform access is available for an additional 25% of your annual Insytful subscription, plus an annual search allowance.

For more details about AI search, its features, and benefits, search for Insytful under Lot 2b on G-Cloud.





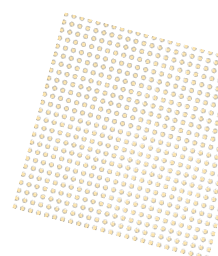
Accessibility consultancy

In addition to automated site scans, we offer manual accessibility audits and consultancy to customers who want to conduct full-scope accessibility checks of their websites.

Members of our professional services team, who are International Association of Accessibility Professionals (IAAP) accredited, will review and advise on the accessibility of your public website.

Our accessibility consultancy services include:

- Analysis of accessibility issues found by Insytful
- A report with advice on how to resolve issues
- Prioritisation based on severity and user impact
- Practical recommendations to maintain compliance
- Manual accessibility testing of the website





Onboarding

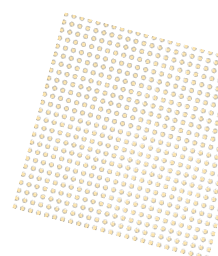
Onboarding begins with a demo of Insytful delivered by our team. During this session, we can:

- Confirm your Insytful subscription details, including volume and frequency of scans for your organisation.
- Set up the sites you wish to scan.
- Organise the configuration of third-party integrations.
- Define permissions for your organisation administrators, site administrators and general users.
- Help to set up SSO and deep linking.

Once a plan has been selected and the G-Cloud call-off process is complete, you can get started immediately. Insytful's intuitive, easy-to-use interface supports rapid onboarding for users of all technical backgrounds.

Support

We provide unlimited support via our help desk portal, email and Slack channel. Our typical response time is within 8 business hours of ticket submission, with issues usually resolved within 3 working days. Support is available Monday to Friday, 9am to 5pm (GMT). Additional ad-hoc support can be provided where required.





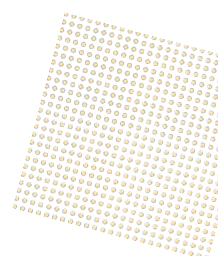
Ordering and invoicing

To get started, we will arrange a demo of Insytful, confirm the requirements, and recommend the most appropriate plan based on our scan-per-page pricing model. Where page or site volumes are unknown, our team can help estimate usage.

Once the plan and pricing are agreed, the next step is to sign the G-Cloud documentation. We then provide access to Insytful and issue invoices in line with the agreed contractual terms.

Offboarding

If a contract ends, customers are downgraded to the Free plan and can continue to use Insytful within the limits of that tier. On request, we can export and provide historical scan results. If a customer is dissatisfied with the service, we will work with them to resolve any issues.





Contact us

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New features and updates are made to Insytful as releases are pushed out.

For the most up-to-date information, visit www.insytful.com

