

G-Cloud 15 Service Description



Content Strategy

Content Strategy

We help plan how you use content to meet your goals and support your users' needs. Our approach involves figuring out what to write, when to publish it and how to keep it up-to-date, ensuring your messages are clear and effective.

What is the Service

Our Content Strategy service provides a comprehensive plan that governs the creation, delivery and governance of content across your digital channels. We work closely with your team to understand your organisational objectives, audience needs and digital landscape to develop a content strategy that supports your goals. This service includes content audits, gap analyses, tone of voice development, content lifecycle management and performance measurement to ensure your content is consistent, relevant and effective.

What can it do for you

Implementing a robust content strategy can transform your organisation's approach to content, making it a strategic asset that drives engagement, builds trust and achieves business objectives. Our service ensures that your content is aligned with user needs and business goals, creating a clear roadmap for content development and management. By optimising your content strategy, we help improve visibility, increase user engagement and enhance the impact of your digital presence.

Service Features

- 1. Strategic alignment of content with organisational goals.
- 2. Content audits to assess current state and identify gaps.
- 3. Development of content models and frameworks.
- 4. Creation of governance and workflow processes.
- 5. Establishment of key performance indicators for content.
- 6. Editorial calendar and content scheduling.
- 7. Stakeholder management and cross-functional collaboration.
- 8. SEO strategy integration for content optimisation.
- 9. Content scalability planning.
- 10. Future content trend analysis and adaptation.

Service Benefits

- 1. Aligns digital content efforts with strategic objectives.
- 2. Identifies opportunities for content improvement and optimisation.
- 3. Ensures effective content lifecycle management.
- 4. Streamlines content production and publishing processes.
- 5. Measures and improves content performance.
- 6. Facilitates timely and relevant content delivery.
- 7. Enhances cross-departmental communication and cooperation.
- 8. Increases organic search traffic and user engagement.
- 9. Supports content adaptability and growth.
- 10. Keeps content relevant in a rapidly changing digital landscape.

Contact details

End-to-end transformation and innovation experts

Applying our skills in innovation and collaboration from across the Methods Group, to deliver end-to-end business and technical solutions that are people-centred, safe, and designed for the future.

Methods provide collaborative and innovative solutions to help Central Government adapt to the changing landscape and deliver better outcomes for citizens.

With a focus on driving interoperability and innovation in UK Central Government, we have helped multiple organisations in the sector modernise their IT architecture, systems, strategy, and operating models to improve organisational resilience and service delivery.

Methods deliver wide-ranging services and thought leadership to support delivery including:



Onboarding and offboarding process



Ordering and Invoicing

Once we have agreed a Statement of Work(s) we will sign the appropriate agreement and complete a Call Off contract with an attached Statement of Work(s), and submission of a Purchase Order. We will then set up a mutually acceptable start date and commence work.

Payment terms are 30 days or less as may be agreed.

Please note - we are unable to accept Government Procurement Card (GPC) payments.



Customer Responsibilities

For any given requirement, we will identify any dependencies on the customer (e.g. access to key stakeholders, facilities, documentation, etc.) and agree these at the start of the work.

Making a difference

The work we do each day is focused on delivering a positive difference for the public sector for the benefit of society as a whole.



Customer stories

Cloud Hosting & Service Modernisation
Modernised digital services using secure cloud hosting, streamlined legacy workflows, and improved data insights. Delivered faster decisions, reduced manual effort, and a more transparent, **user-friendly experience** for internal teams and external users.

Cloud-Based ITSM Consolidation
Unified multiple service desks onto a cloud-based ITSM platform, standardising processes and automating workflows. Improved incident, change, and problem management, **boosting overall service reliability, efficiency, and organisational visibility.**

Large-Scale Cloud Migration (100+ Apps / 120TB)
Delivered cloud migration of **100+ legacy applications** and **120TB of data** with **100% availability.** Strengthened compliance, improved transparency, and significantly enhanced operational resilience across critical digital services.

Azure Migration & Modern Workplace Enablement
Migrated data centres to Azure and deployed modern workplace cloud services, delivering secure, scalable infrastructure. Achieved improved user experience, strengthened security posture, and **£1m savings** - all with zero service disruption.

Cloud ITSM Migration (ServiceNow SaaS)
Successfully migrated from a legacy ITSM tool to a modern, cloud-based ServiceNow platform. Delivered scalable, robust service operations, strengthened governance, and enabled faster, more consistent digital service delivery across the organisation.

Cloud-Native Data Pipelines (Azure Integration)
Built automated Azure Data Factory pipelines into a Lakehouse architecture, using Bronze/Silver/Gold layers and Delta with CI/CD. Delivered secure daily refreshes, improved data quality, lower manual effort, and more efficient reporting.