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| NZ Govt Logo | **Analytics and Search Engine Optimisation** Service Framework: Consultancy and Professional Services: Digital Experience Professional Services: Analytics and Search Engine Optimisation | Company logo |

**Service Definition**

Analytics and search engine optimisation involve techniques to:

* increase the number of visitors to a website
* make sure people get the information they’re looking for
* improve the user experience
* show improvements and website performance with proactive reporting.

This is done through the analysis of search engine performance and web analytics.

**Service Contact Details**

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| --- | --- |
| Contact Name: |  |
| Contact Number: |  |
| Contact Email: |  |

**Service Competencies**

Analytics and search engine optimisation competencies (tick all that apply):

SEO strategies that ensure your customer’s services online are findable

adherence to Google’s webmaster best practice guidelines

strong experience in analysing and improving the user journey from search results through to website content, using both SEO techniques and web analytics.

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| Other Competencies | Please outline any other relevant competencies. |
| Provide Examples | Limit 1000 characters.  Please provide examples which demonstrate how you have used the competencies described above in providing analytics and search engine optimisation services to your customers. |
| Case Studies (optional) | Please provide case studies (in PDF format or URL link) as supporting evidence. |

**Service Delivery Capabilities**

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| Resource Availability | Please set out your organisation’s approach for selecting, maintaining and managing the availability of its resources so that requests from agencies can be met in a timely manner. |
| Capability Development | Please set out your organisation’s approach for developing and maintaining the capability of its resources, including the nature and level of investment in individual resources for keeping up-to-date with trends and techniques of their respective discipline and knowledge of the Public Sector environment. |
| Knowledge Management | Please set out your organisation’s approach for managing the retention and transfer of knowledge created by its resources, including: knowledge management practices that ensure transfer of knowledge within the organisation’s resources and agency staff, how resources will identify opportunities to improve agency systems and processes, and how resources will add value over and above the contracted service. |
| Security | Please confirm you have a personnel vetting process which includes the New Zealand Ministry of Justice criminal record checks or equivalent, covering all staff and that this covers any sub-contractors or 3rd parties who will deliver the proposed Service(s). |

**Pricing Model**

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| Standard Rate Card | Please provide your standard rate card or pricing model |
| Pricing Model | Please note that this pricing is indicative and final pricing will be negotiated when you conclude the SOW.  Agencies will look at pricing to decide initial shortlist, so please provide meaningful info, such as   * Rate card * Blended rates * Volume discounts * Outcome based pricing options |