



Optimize your website

For government contracting

OS-Cubed, Inc.

- Experts at developing content-managed websites
- Contact information:
 - www.os-cubed.com
 - ldrake@os-cubed.com
- PDF of this presentation available online at: <http://tinyurl.com/2m8skb>
- Document name: Government Contracting

To compete your website must:

- Meet the basic requirements
- Search optimized
- Target a market or markets
- Have excellent content
- Include a social media plan
- Include an online marketing plan
- Comply with modern standards

The Basics

- Professional
- EASY to navigate
- Targeted to the fed or state contract demographic you're trying to attract
- Search Engine friendly
- Contact information on EVERY SINGLE PAGE (in text)

Search Engine Optimization

- Content is king
- Use keywords that your customers use
- Properly sized graphics
- Use Government NAICS and NCAGE codes
- Test in all modern browsers at least quarterly
- Make it easy to read
- For government it should be compliant with ADA standards

Marketing Optimization

- Call to action
- Orient content towards use not product
- Have a purple cow

Content Optimization

- Website content should update weekly if not daily
- Use a content management site framework
- Get trained in and use the framework regularly
- Your keywords should reflect your content
- Make your content interesting to users

Paid Marketing

- Search engine marketing – pay per click
- Content marketing – pay per impression
- Pin-point advertising – target it at specific sites and demographics
- Know where your customers surf and search
- Know what keywords your customers use
- Monitor and measure
- Don't get complacent about placement/cost

Social media marketing

- Requires a significant time investment
- Must be monitored daily in real-time
- Only use to drive traffic to an already optimized site
- Needs a personal touch

Build-your-own vs. Professionally Done

- Employee/brother/uncle not a web developer = bad site
- Developer should have multiple staff members and show that they are up to date
- Redesign every 2-3 years
- Look at TCO of site and changes

E-commerce

- E-commerce not for the faint of heart
- E-commerce can be used for B2B and B2G effectively
- Expect to spend at least \$10,000 for a well done E-commerce site
- Expect to invest time and effort into catalog

Summary – be sure your site:

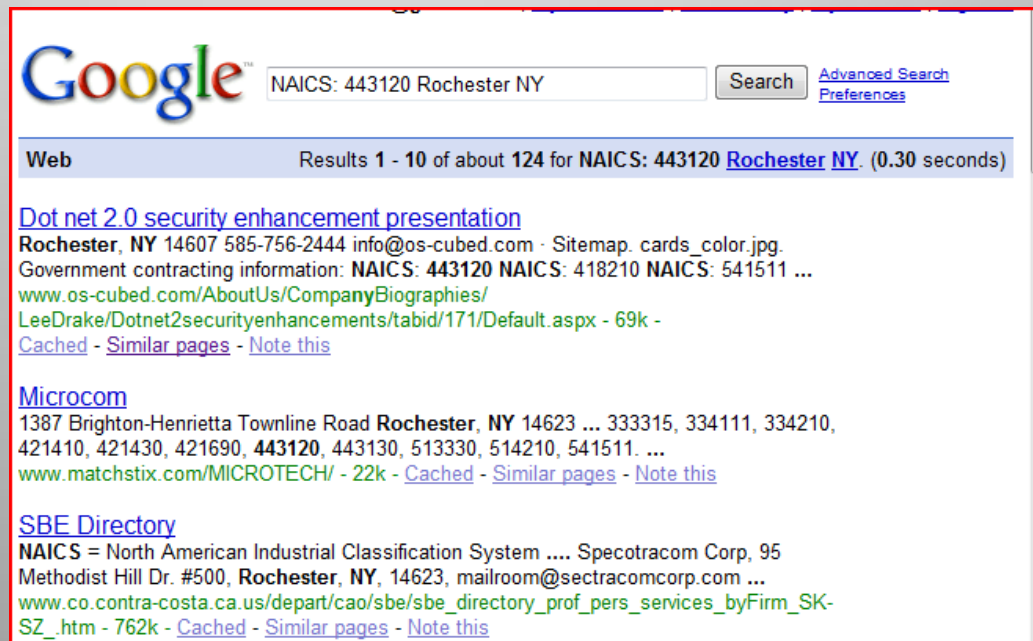
- Has the basic requirements
- Is optimized for searching
- Is targeted at a market rather than a product
- Has excellent content
- Has an excellent online marketing campaign
- Is done to modern standards

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OS-Cubed, Inc.

- Added NAICS codes 2 weeks ago to www.os-cubed.com – result, now #1 in search rankings for that code in Rochester NY:



The screenshot shows a Google search interface with the search term "NAICS: 443120 Rochester NY". The search results are displayed under the "Web" tab, showing "Results 1 - 10 of about 124 for NAICS: 443120 Rochester NY. (0.30 seconds)". The first result is titled "Dot net 2.0 security enhancement presentation" and is from the website "www.os-cubed.com". The snippet includes contact information for Rochester, NY (14607), phone number 585-756-2444, email info@os-cubed.com, and a list of NAICS codes: 443120, 418210, and 541511. The second result is titled "Microcom" and is from "www.matchstix.com/MICROTECH/". The snippet includes the address "1387 Brighton-Henrietta Townline Road Rochester, NY 14623" and a list of NAICS codes: 333315, 334111, 334210, 421410, 421430, 421690, 443120, 443130, 513330, 514210, and 541511. The third result is titled "SBE Directory" and is from "www.co.contra-costa.ca.us/depart/cao/sbe/sbe_directory_prof_pers_services_byFirm_SK-SZ_.htm". The snippet includes the text "NAICS = North American Industrial Classification System Spectracom Corp, 95 Methodist Hill Dr. #500, Rochester, NY, 14623, mailroom@sctracomcorp.com ...".

Google NAICS: 443120 Rochester NY Search [Advanced Search](#) [Preferences](#)

Web Results 1 - 10 of about 124 for NAICS: 443120 Rochester NY. (0.30 seconds)

[Dot net 2.0 security enhancement presentation](#)
Rochester, NY 14607 585-756-2444 info@os-cubed.com · Sitemap. cards_color.jpg.
Government contracting information: NAICS: 443120 NAICS: 418210 NAICS: 541511 ...
www.os-cubed.com/AboutUs/CompanyBiographies/LeeDrake/Dotnet2securityenhancements/tabid/171/Default.aspx - 69k -
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1387 Brighton-Henrietta Townline Road Rochester, NY 14623 ... 333315, 334111, 334210, 421410, 421430, 421690, 443120, 443130, 513330, 514210, 541511. ...
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NAICS = North American Industrial Classification System Spectracom Corp, 95 Methodist Hill Dr. #500, Rochester, NY, 14623, mailroom@sctracomcorp.com ...
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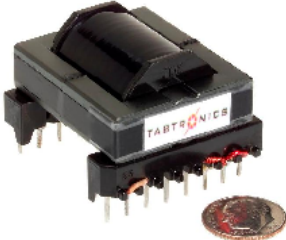
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113	Forestry & Logging
1131	Timber Tract Operations
11311	Timber Tract Operations
113110	Timber Tract Operations
1132	Forest Nurseries and Gathering of Forest Products
11321	Forest Nurseries and Gathering of Forest Products