



# Optimize your website

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For government contracting

**OS-Cubed**

optimal, stable, secure solutions

# To compete your website must:

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- Meet the basic requirements for a website
- Be optimized for searching
- Be targeted at a market rather than a product
- Have excellent content
- Have an excellent online marketing campaign
- Comply with modern standards

# The Basics

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- Your page needs to look professional and modern
- Your site must be EASY to navigate
- Your site should contain content that specifically targets the fed or state contract demographic you're trying to attract
- Your site should be Search Engine friendly
- Your site should have contact information on EVERY SINGLE PAGE (in text)

# SEO Optimization

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- Your site should be content-rich
- Use keywords that your customers use to find you
- Graphics must be properly sized and load easily
- Every page should have the government NAICS and NCAGE codes that are relevant to your industry
- Your site should not use frames
- Your site should be easy to read, and preferably compliant with ADA standards

# Marketing Optimization

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- Every page should have a call-to-action that allows browsers to contact you in some way
- Pages should be oriented towards how people use your product, not what your product is
- You need to have a “purple cow” – what makes your product or service unique from the others around you offering similar fare

# Content Optimization

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- Fresh, new content shows that your company is on top of the latest trends
- Content-managed sites allow you to update the content yourself using your web browser
- Your keywords should reflect your content
- Make your content interesting to users

# Paid Marketing

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- Google, overture, Microsoft Ad Center, and other venues allow you to place online ads on sites your customers use every day
- You can 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 stay on top of bid amounts for online advertising – this is not fire-and-forget advertising

# Build-your-own vs. Professionally Done

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- Most websites that look dated or have poor content are those that are done by someone's brother, sister, aunt, uncle, or a somewhat web-savvy employee
- Professional web developers not only have a staff to perform updates, but also have the ability to keep you up to date on the latest trends and capabilities
- Professional web developers maintain and optimize their own web servers for performance
- You should budget for website redesign every 2-3 years and any time you significantly change



## Summary – be sure your site:

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- 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

# OS-Cubed, Inc.

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- Experts at developing content-managed websites
- Contact information:
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