

Signal GovCon:

Findings & Common Trends

- ▶ **Targeting & Reaching Government Contracting Officers (COs):** User Research Evaluation





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COs Daily Outlook & Main Goals

➤ Daily Outlook

- Very busy, overworked, undervalued, underappreciated
- They need to make many stakeholders happy while following strict regulations without error to ensure contractor hiring process is 100% fair

➤ Main Goals

- Maintain internal stakeholder satisfaction, but also provide stakeholders with what they need (a good product)
- Ensure product meets all regulations and requirements



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COs Process & Requirements

➤ Evaluation Process

- Uses simple search terms to find potential contractors – doesn't look beyond first handful of hits
- Checks to see if contractor is on GSA Schedule
- Looks for small business connections
- Must ensure all RFP compliance items are met

➤ Requirements

- Data Universal Number System (DUNS) Number/ Unique Entity Identifier Extended (UEIE)
- North American Industry Classification System (NAICS) code
- Registration status on SAM.GOV
- Quick procurement times
- Financial stability
- Clearance status



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COs Do's & Don'ts for Contractors

➤ Do's

- Make contact information easy to find
- Showcase ability to perform a specialty
- Highlight past performance, especially with other federal partners
- Be visible, digitally (SEO) and at conferences, associations, etc.
- Feature affordability and price accordingly
- Always highlight small business connections
- Share content that matches the procurement cycle
 - Earlier in the year: What the contractor does
 - Later in the year: Simple bullets and qualifications
- Promote simple, to-the-point videos
- Share white papers that are not too technical



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COs Do's & Don'ts for Contractors

➤ Don'ts

- Use jargon – anything too technical turns a contracting officer away
- Be vague – lack of specific examples is a red flag
- Forget to use federal language and knowledge
- Make it difficult to find specialty
- Forget to showcase industry certifications and qualifications that stand out in sector



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Signal Products to Help Contractors Reach COs

► Qualifications Checklist

A DIY toolkit that walks contractors through the steps and qualifications required to be considered by the federal government. Includes registration needs, clearance/certification recommendations, content strategy ideas, etc.

► SEO Infrastructure

Custom program and implementation to build an SEO infrastructure that will place any contractor at the top of search results, focusing on common search trends among COs and other federal employees.

► Custom Content Strategy

A tailored content strategy that aligns with the yearly government procurement timetable and includes development of content featuring information and narrative that COs and other federal employees need.



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