

WEBSITE OPTIMIZATION CHECKLIST FOR WINNING GOVERNMENT CONTRACTS

Content & Messaging:

- **Clear Value Proposition:** Does your website clearly state what you offer and why government agencies should choose you?
- **Capabilities & Services:** Is your capabilities statement easy to find and downloadable?
- **Past Performance:** Do you showcase successful projects using data and testimonials?
- **Certifications & Clearances:** Are relevant certifications, security clearances, and compliance details listed?
- **Team & Expertise:** Are your key personnel introduced highlighting their relevant experience?
- **News & Events:** Does your website demonstrate your commitment and involvement in the industry?

User Experience & Navigation

- **Mobile-Friendly Design:** Is your website responsive and works well on all devices?
- **Clear & Simple Navigation:** Does your website have easily identifiable menu items and intuitive navigation?
- **Fast Loading Speed:** Have you optimized your website for quick loading times?
- **Accessible Design:** Does your website incorporate features for users with disabilities?
- **Search Functionality:** Do you offer an easy search function within your website?

SEO Search Engine Visibility

- **Keyword Research & Targeting:** Have you identified relevant keywords that government buyers use to search?
- **On-Page Optimization:** Are your page titles, meta descriptions, and content optimized for targeted keywords?
- **Technical SEO:** Is your website's technical infrastructure SEO-friendly and crawlable?
- **Content Marketing:** Do you create valuable content that attracts and engages government buyers?
- **Link Building:** Are you building backlinks from relevant government websites and industry publications?



ADDITIONAL TIPS

- Regularly update your website with fresh content and news.
- Utilize relevant call-to-actions that align with your online goals throughout your website.
- Track your website analytics to measure performance and identify areas for improvement.
- Seek professional help if needed to optimize your website for government contracting success.