

15-Minute Visibility Checklist

Use this checklist to make sure your company is not ‘hiding’ from your buyers. Make sure you watch the video training to see what I recommend on each of these items.

“Government contracting is not a secret, it’s just a process.”

- **Small Business Profile | DSBS Invisibility Check**
 - Go to DSBS.SBA.GOV and search for your company profile, then look for three fields (Capabilities Narrative (1k), Special Equipment (1k), Keywords (525))
 - Copy the content of these fields into this tool – max out summary to 2,500 characters
- **Small Business Profile | Website Failure Check**
 - Go to DSBS.SBA.GOV and search for your company profile, then click on your website listed and see if it works (most don’t)
- **Capability Statement | Properties (metadata) Check**
 - Open your CS in Adobe Acrobat, click on the ‘File’ menu, select ‘Properties’ and add properties like keywords or even narrative
- **Capability Statement | On LinkedIn & Website**
 - Upload your CS into your ‘Experience’ section on LinkedIn
 - Make sure your CS is ‘findable’ on your website homepage

Remember

- If you are ‘invisible’ no one can see you – right?
- Buyers & Teammates want to find you
- Look good! Look procurement ready

Watch a replay of this training session on our YouTube channel.

