



The Biggest Reason Federal Buyers Can't Find You ...And How To Fix It!

82% of Federal decision-makers rated search engine results and corporate websites as their top-rated sources for research.*

Federal Decision-Makers Are Mobile!

How does your site look on mobile devices?

- 83% access work-related content using personal devices
- 75% access content while traveling or commuting
- 38% will contact the content source directly

Federal Decision-Makers Consume Online Content!

Do you have the information they are looking for?

- 44% download content from vendors they work with
- Over 1/3 are willing to spend 1 hour+ reading work-related ebooks
- 25% will incorporate online content into RFPs/RFIs
- 73% will download and share online content with colleagues and supervisors



And it's not just about your buyer. Part of your value is the ability to attract and retain teaming partners, vendors, and top talent. They are looking for you too!

The Impact Of Google

Announced in 2018, if Google doesn't approve of your mobile user experience your site might not appear in search results on mobile OR desktop searches? And it's not just about keywords and content, the entire user experience is being judged by constantly-changing algorithms.

The Biggest Reason Federal Buyers Can't Find You?

If your company is not investing time and resources into your corporate website, you are probably losing Federal decision-makers to your competitors who are!

Your website can be your #1 top marketing asset—the central hub of all of your sales and marketing activity and an investment in your core brand. It can also be your company's number one salesperson, working 24 hours a day, seven days a week, to nurture, educate and guide your prospects through the buyer's journey and towards a closed deal.

(*All research cited sourced from Market Connections Content Marketing Review 2017, 2019.)



703.988.9896



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Government Buyers Check You Out Online 12x Before They Talk To You!

How To Fix It—Website Must-Haves

- Loads quickly
- Mobile-friendly (responsive)
- Variety of educational content
- Accurate product and service descriptions
- Professional brand appearance
- “Gated” content for lead capture (forms)
- Optimization for search engines
- Dedicated Government page(s)
- Capabilities statement as PDF download
- Easily accessed contract vehicle links
- SSL and routine security updates
- CTAs with clear next steps
- Client-centric content
- Strategy for continuous improvement

Need Some Help?

Get a Complimentary 7-Point Website Assessment

Your assessment will include: mobile-friendliness, speed, initial impact, navigation/visitor journey, targeted content, visitor conversion potential, and sitemap.

Request your assessment at: bit.ly/eval-B2G

You might also be interested in these valuable articles

4 Ways Your Website is Driving Visitors Away—Link: bit.ly/5-driving-visitors

Mobile-First Indexing—Your Website May Disappear From Searches—Link: bit.ly/5-mobile-first

8 Signs Your Website Needs a Facelift—Link: bit.ly/audit-tools

Questions? Please reach out to Kris Brinker.



@ kbrinker@Ocean5Strategies.com

📞 703.988.9896

🌐 www.Ocean5Strategies.com

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- 500% ROI
- 218% increase in profit
- 38% increase in sales