

The Biggest Reason Federal Buyers Can't Find You...

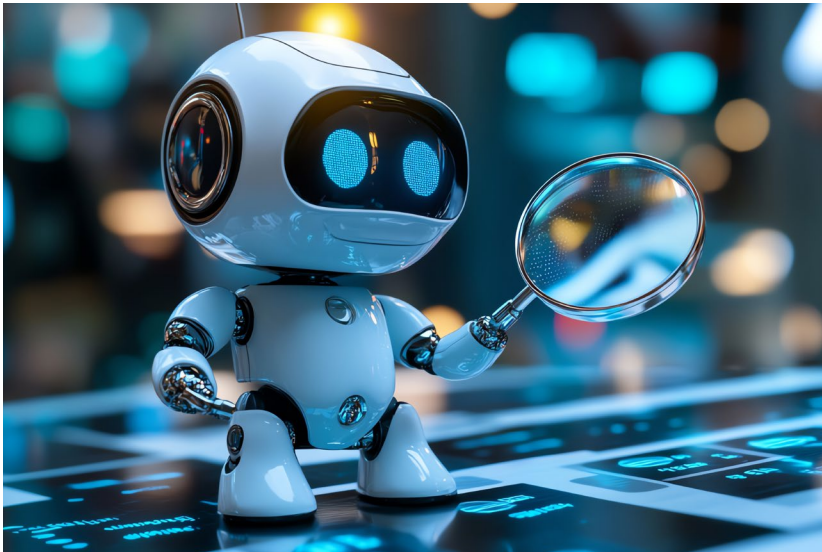
Quick Guide ✓



...And How To Fix It!

Being Online and Being Found Are Two Different Things

According to independent research firm Market Connections, **websites remain the #1 resource** at multiple stages of the government buyer's decision-making journey.* **AI-powered search and answer tools are now entering the mix too.**



The Problem

Your company has a website. It probably has a logo, a services page, maybe even a few case studies.

But none of that matters if federal buyers, teaming partners, and the AI tools they use to do their homework can't find it—or don't understand what they find.

Government buyers check you out online long before they ever pick up the phone. And it's not just contracting officers and program managers. Teaming partners and top talent are researching you too, forming an opinion of your company before you're in the room to shape it.

If your website isn't built to be found and understood—by people and by the AI systems—you're not just missing opportunities. You're losing them to competitors who ARE investing in this.

*Source: Market Connections Content Marketing Review

Government buyers check you out online an average of 12 times before they ever talk to you.

Teaming partners, vendors, and top talent are looking for you too, and forming the same first impression.

What Federal Buyers Actually Do

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



Federal Decision-Makers Are Mobile!

How does your site look on a phone? Federal buyers aren't always at a desk when they're researching you.

- **83%** access work-related content using personal devices
- **75%** use mobile devices in the workplace on a regular basis
- **38%** will contact the content source directly



*Source: Market Connections Content Marketing Review

Rules Have Changed. Most Websites Haven't.

For years, “getting found” meant ranking on Google. That’s still true—but it’s no longer the whole story.

The Impact of Google (and Now AI)

The Google Problem

If Google doesn’t approve of your mobile experience, your site may not appear in search results at all—mobile or desktop. It’s not just about keywords and content anymore. Google’s constantly-changing algorithms judge your entire user experience: speed, structure, accessibility, and mobile performance together.

The AI Problem

AI Search Federal buyers, teaming partners, and evaluators are increasingly asking AI tools like ChatGPT and Google’s AI Overviews to do their research for them—summarizing vendors, comparing capabilities, and recommending who belongs on the shortlist before a human ever opens your homepage.



That means your website now has two audiences:

Human buyers: Need a fast, credible, easy-to-navigate site that clearly answers “can this company solve our problem?”

AI systems: Need structured, unambiguous information about who you are, what you do, which agencies and markets you serve, and whether you’re a credible, citable source.

A website built only for the first audience is invisible to the second.

The reason many capable, credible government contractors still can’t get found: their site was built for an outdated search landscape.

How to Fix It. Govcon Website Must-Haves

What a Findable, Trustworthy GovCon Website Actually Needs

- ☐ Loads quickly (Google looks for well under 2 seconds)
- ☐ Mobile-friendly, responsive design
- ☐ SSL and routine security updates
- ☐ Optimization for both traditional search engines and AI tools (SEO, AEO, GEO)
- ☐ Clear, structured language AI tools can actually cite—specific capabilities, agencies served, and certifications, not vague claims
- ☐ A variety of educational content—not just sales copy
- ☐ Accurate, specific product and service descriptions
- ☐ “Gated” content (guides, white papers) for lead capture
- ☐ Dedicated government/GovCon page(s)
- ☐ Capabilities statement available as a PDF download
- ☐ Easily accessed contract vehicle links
- ☐ Clear calls-to-action with obvious next steps
- ☐ Client-centric content, organized around buyer needs—not your org chart
- ☐ Professional, consistent brand appearance
- ☐ A consistent story across your website, LinkedIn, and other public profiles—AI tools cross-reference these to judge credibility
- ☐ A strategy for continuous improvement, not a “launch and forget” site

Why this list matters:

Every item on it maps back to a real buyer behavior—mobile use, content consumption, trust-building, and now, AI discoverability. Missing even a few of these is usually enough to knock you off the shortlist before a human decision-maker ever weighs in.

How Does Your Current Website Measure Up?

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Request a FREE Website Evaluation

Would you like recommendations that could directly impact your business?

Request your assessment at:

www.Ocean5Strategies.com/websites



Your website assessment report will include a review of:

- Messaging & positioning clarity
- AI & search discoverability (SEO/AEO/GEO)
- Trust & credibility signals
- Visitor conversion potential
- Site speed & technical performance
- Navigation and visitor journey
- Mobile-friendliness
- Technical structure

About Ocean 5



Ocean 5 is a Growth Agency

We look across the entire sales and marketing pipeline to align marketing investments with your business objectives then implement marketing programs that drive growth.



We are Subject Matter Experts

In strategy, project management, digital marketing execution and GovCon marketing.



We Make the Complex Seem Simple

Because clarity accelerates growth. We use data to improve management and investment decisions—no fluff, no vanity metrics.



We use our Proprietary SWIM® Process

We use Strategy With Implementation and Measurement® to create personalized programs built on proven processes. Don't waste marketing dollars on activities that don't matter!



Our Core Values Are

- We do the right thing.
- We do what we say we will do.
- We add value to the lives of the people we touch.



We are an Award-Winning Agency

We have earned over 55 national awards for website design, content, campaign execution, graphic design, and video.



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