



FSEO Report

VISIBILITY | COMPETITIVENESS | CONFIDENCE

FSEO PLAN 2023

INCLUDES:

Blueprint for Success:

- Visibility Score
- Competitiveness Score
- Credibility Score

Target Market Analysis

Keyword Research & Optimization

- Competitors
- Award Descriptions
- Solicitation Titles

Capabilities Narrative Optimization

Past Performance Optimization

Competitor Analysis

BLUEPRINT FOR SUCCESS.

We have identified 3 key factors within the SBA federal contracting Dynamic Small Business Search profile that greatly determine your firm's visibility, competitiveness and confidence



KEYWORDS ("VISIBILITY")

The first step to engagement during the market research stage is "relevant visibility". This means understanding and leveraging the keywords and terms your audience uses when they are looking for a company like yours online.



CAPABILITIES NARRATIVE ("COMPETITIVENESS")

Your firm's Capabilities Narrative is the single most influential factor in determining whether your firm is selected over your competition. Ensure your message resonates with your audience to encourage further consideration of your firm.



PAST PERFORMANCE ("CREDIBILITY")

The single most overlooked elements of a small business federal marketing profile is the inclusion of past performance references. While having federal past performance is preferred, any credible listing(s) elevate your competitive position.

THINK ACQUISITION (THE BEFORE).

Here is what is listed in your firm's profile before going through the Federal SEO exercise:



KEYWORDS ("VISIBILITY")

Keywords
Acquisition Procurement Consulting Leadership



CAPABILITIES NARRATIVE ("COMPETITIVENESS")

Capabilities Narrative
Acquisition/contracts training and consulting and management and leadership coaching and training



PAST PERFORMANCE ("CREDIBILITY")

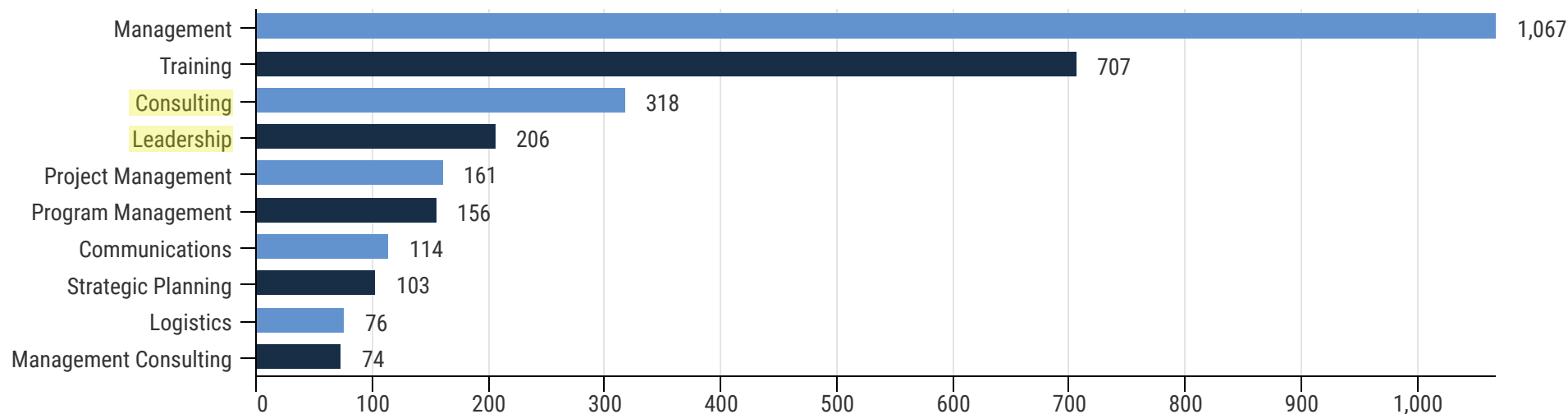
Past Performance
None provided.



KEYWORD RESEARCH (COMPETITION):

These are the most common keywords used by your competitors that are winning federal contracts in your industry sector:

Competitor Keywords



Highlighted keywords are already in your profile.

CAPABILITIES NARRATIVE OPTMIZATION

Crafting Your Capabilities Narrative

Start strong and get to the point. Provide your business name, year established (if more than 5 years old), and what you “specialize” in.

The ELOCEN Group (est. 2007) specializes in program and project management in the built environment.

(If applicable) Provide fact-based differentiation. Give facts that (a) can be verified, (b) create immediate differentiation from your competitors, and (c) increase confidence in your organization.

We have been awarded \$200M+ in direct federal contracts from various federal agencies (FDA, DOL, CDC, GSA, etc.). As the 2022 recipient of the SBA National 8(a) Graduate of the Year, we have demonstrated a long record of superior past performance.

Example of fact-based differentiation:

- Federal past performance
- Major commercial clients serviced,
- Professional certifications achieved,
- Year over year revenue growth (percentage),
- Trademarked / copyrighted assets,
- Years of collective staff

If you don't have sufficient fact-based differentiators, move on to the next section.

Your Capabilities Narrative is the single variable influencing a federal buyer's first impression of your company and capabilities.

When conducting federal market research, federal buyers are presented with a list of 25 business profiles (listed in random order).

It's from this list of 25 that the buyer will choose which profile to click on and review further.

Your goal - **get the click**.

CAPABILITIES NARRATIVE OPTMIZATION

Our methodology for Capabilities Narrative creation is a proven formula that creates "fact-based differentiation".

With our expertise and data analysis, your firm's Capabilities Narrative will firmly entrench the organization as a "best-in-class" choice for federal buyers.

List 3-5 core competencies that complement the first sentence. Elaborate on your areas of specialization.

Our 4 primary areas of expertise include Construction Management, Design Management, Information Technology and Facilities/Logistics Integration.



Provide any "easy buttons" you possess. Certifications, contracting vehicles, etc.

We have 2 GSA Schedules (Professional Services and Furniture Management). We qualify as WOSB and have an established JV with an active 8(a) firm through XXXX. We accept all forms of payment (p-card through IDIQ Delivery Orders).



Give them ways to learn more. Capability statement, website etc.

To learn more about our federal services, please visit www.elocengroup.com. Please email necole@elocengroup.com to request a copy of our Capability Statement.



CAPABILITIES NARRATIVE

Our process is so effective, the national 8(a) Graduate Firm of the Year (2022) utilizes our methodology for their profile:

SAMPLE:

The ELOCEN Group (est. 2007) specializes in program and project management in the built environment. We have been awarded \$200M+ in direct federal contracts from various federal agencies (FDA, DOL, CDC, GSA, etc.). As the 2022 recipient of the SBA National 8(a) Graduate of the Year, we have demonstrated a long record of superior past performance. Our 4 primary areas of expertise include Construction Management, Design Management, Information Technology and Facilities/Logistics Integration. We have 2 GSA Schedules (Professional Services and Furniture Management). We qualify as WOSB and have an established JV with an active 8(a) firm through XXXX. We accept all forms of payment (p-card through IDIQ Delivery Orders). To learn more about our federal services, please visit www.elocengroup.com. Please email necole@elocengroup.com to request a copy of our Capability Statement.

CAPABILITIES NARRATIVE

BEFORE:

Capabilities Narrative
Acquisition/contracts training and consulting and management and leadership coaching and training

AFTER:

Capabilities Narrative
Think Acquisition (est. 2019) is led by Mr. William Randolph, retired former Head of Contracting Activity for DHS, Senior Executive Service member, and 26-year veteran of Acquisition, Program Support and Procurement. Think Acquisition (SDVOSB) has won federal contracts for training, workforce development and leadership development with DHS and Washington Headquarters Service. Think Acquisition has cultivated numerous strategic relationships within the federal acquisition market to provide a unique, comprehensive and holistic approach to govcon solutioning for both federal and commercial entities. For more info, please email William@thinkacquisition.net to request our Capabilities Statement.