



# FSEO Report

VISIBILITY | COMPETITIVENESS | CONFIDENCE

Prepared for:



Company	Details
Contact Name	
Contact Email	
Contact Phone	662-338-4340

# FSEO PLAN 2023

## INCLUDES:

### Blueprint for Success:

- Visibility Optimization
- Selectability Optimization
- Credibility Optimization

### Target Market Analysis

### Keyword Research & Optimization

- Competitors
- Award Descriptions
- Solicitation Titles

### Capabilities Narrative Optimization

### Past Performance Optimization

# 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 ratings:



## 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 ("SELECTABILITY")

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.

# COMPANY DSBS PROFILE (THE BEFORE)

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



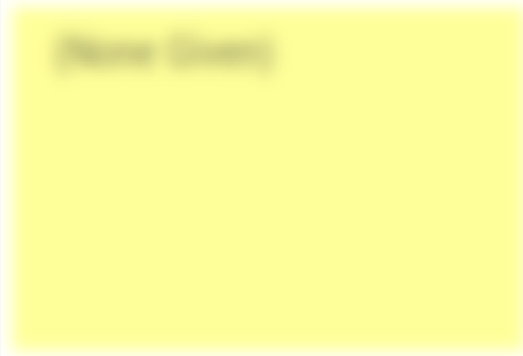
**KEYWORDS ("VISIBILITY")**



**CAPABILITIES NARRATIVE  
("COMPETITIVENESS")**



**PAST PERFORMANCE  
("CREDIBILITY")**



# OUR ANALYSIS:

We analyzed three sets of keywords within your firm's industry sector:



## COMPETITOR PROFILES (DSBS)

*We analyze the small business federal marketing profiles of every small business that has won federal contracts in your industry sector for the last 2 years.*

**PROFILES ANALYZED:** [REDACTED]  
**ACTIVE SBA PROFILES:** [REDACTED]  
**TOTAL KEYWORDS ASSESSED:** [REDACTED]



## AWARD DESCRIPTIONS (USA SPENDING)

*We analyze federal contract small business award descriptions from USA Spending from the previous 2 years within your industry sector.*

**TIMEFRAME: FY21 - FY22**  
**AWARDS ANALYZED:** [REDACTED]  
**TOTAL KEYWORDS ASSESSED:** [REDACTED]



## SOLICITATION TITLES (SAM.GOV)

*We analyze the titles of all listed federal sources sought, pre-solicitations and solicitations from the previous 2 years within your industry sector.*

**TIMEFRAME FY21 - FY22**  
**SOLICITATIONS ANALYZED:** [REDACTED]  
**TOTAL KEYWORDS ASSESSED:** [REDACTED]

# KEYWORD RESEARCH (OUR FINDINGS):

These are the most common keywords across all three sectors we analyzed:



# KEYWORD RESEARCH (OUR FINDINGS):

You can copy & paste the top 25 keywords from here into your DSBS profile. Then, simply replace any you don't want to keep.

Program Management, Information Technology, Systems Engineering, Cloud Security And Services, Data Management, Software Development, Data Analysis, Risk Management, Asset Management, ITSM, Change Management, Incident Response, Information Systems, Security Support Services, Incident Management, ITIL, Business Process Improvement, IT Security, Information Security, Network Security, Physical Security, IIS, Cyber Operations, ITSM, Help Desk, Standard Operating Procedures, IT, Security Engineering, IT Service Management, Continuous Monitoring, Security Assessment, Penetration Test, Data Governance, IT Governance, Analytics, Communication Skills, Vulnerability Management, Data Communication, Application Security, IT Management Services, Security Risk, ISO/IEC, System Security, Policies And Procedures, Process Optimization, Cyber Risk Assessment

# KEYWORD COMPARISON

BEFORE:

(None Given)

AFTER:



# CAPABILITIES NARRATIVE OPTIMIZATION

## 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](http://www.elocengroup.com). Please email [necole@elocengroup.com](mailto: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](http://www.elocengroup.com). Please email [necole@elocengroup.com](mailto:necole@elocengroup.com) to request a copy of our Capability Statement.*

# CAPABILITIES NARRATIVE

**BEFORE:**

(None Given)

**AFTER:**

[Redacted content]

# PAST PERFORMANCE

New Reference

Name:

Contract:

Start Date:

End Date:

Value:

Contact Name:

Contact Phone:

Display Order:

**Name:** Use the official name of the project or client if available. The name should be easily recognizable and directly linked to the work performed. If you're concerned about confidentiality, consider using a generic but descriptive title. For example, if you created a cybersecurity solution for a healthcare provider, you might call the project "Healthcare Provider Cybersecurity Solution."

**Contract:** Here, you should include the scope of the contract or a brief description of the work performed. Highlight major tasks, goals, or results of the project, focusing on what would be most relevant to government work. If the contract was with a non-federal entity but is similar to federal work, highlight the similarities.

# PAST PERFORMANCE

New Reference

Name:

Contract:

Start Date:

End Date:

Value:

Contact Name:

Contact Phone:

Display Order:

**Start Date and End Date:** Include accurate dates for the start and end of the contract. If the work is ongoing, you can list the current date as the end date and note in the contract description that the work is still in progress.

# PAST PERFORMANCE

**New Reference**

Name:

Contract:

Start Date:

End Date:

**Value:**

Contact Name:

Contact Phone:

Display Order:

**Value:** The contract value provides a sense of the scale of the project. However, if the contract prohibits you from disclosing this information or if you think it would be inappropriate to disclose, you can state "Confidential" or "Provided upon request."

# PAST PERFORMANCE

New Reference

Name:

Contract:

Start Date:

End Date:

Value:

Contact Name:

Contact Phone:

Display Order:

**Contact Name and Contact Phone:** Instead of providing direct customer contact details, you can either list "Provided upon request" or you can list your own name or a designated point of contact from your company. Ensure that whoever is listed is familiar with the project and can speak confidently about your performance if contacted.

# PAST PERFORMANCE

**New Reference**

Name:

Contract:

Start Date:

End Date:

Value:

Contact Name:

Contact Phone:

Display Order:

If you lack direct federal past performance, you can still use relevant experience from non-federal contracts or subcontracting experience. It's all about demonstrating your ability to manage projects of similar scope and complexity. You can also consider including projects that you have completed as part of a team or consortium. This can be especially beneficial if you are a newer company or if most of your work has been through partnerships or subcontracting.

In all cases, be honest and transparent. Misrepresenting past performance can damage your reputation and could lead to penalties. Lastly, remember to update your past performance references regularly to ensure that they reflect your most recent and relevant experience.

# WHERE THIS APPLIES

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## SBA Profile

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(Back to Profile List, or use Back button)

### Identification, Location & Contacts

This profile was last updated: 10/12/2023  
Status: Active  
User ID: P2631307  
Name of Firm: [REDACTED]  
**Capabilities Statement Link:** [REDACTED] → **Need to add a Capabilities Statement link.**  
Trade Name ("Doing Business As ..."): [REDACTED]  
UEI: [REDACTED]  
Address, line 1: [REDACTED]  
Address, line 2: [REDACTED]  
City: POTOMAC  
State: MD  
Zip: 20854-1121  
Phone Number: [REDACTED]  
Fax Number: [REDACTED]  
E-mail Address: [REDACTED]  
WWW Page: [REDACTED]  
E-Commerce Website: [REDACTED]  
Contact Person: [REDACTED]  
County Code (3 digit): 031  
Congressional District: 08  
Metropolitan Statistical Area: 8840  
CAGE Code: [REDACTED]  
Year Established: 2021  
Accepts Government Credit Card?: [X] Yes [ ] No  
GSA Advantage Contract(s): [REDACTED]

(Note: Size information is now under "NAICS Codes with Size Determinations by NAICS", below.)

### Organization, Ownership & Certifications

Legal Structure: LLC  
Ownership and Self-Certifications: Self-Certified Small Disadvantaged Business, Service-Disabled Veteran, Veteran

**Current Principals**  
(none given) ← **We'll update Current Principals.**

"Business Development Servicing Office" (for certifications)  
WASHINGTON METROPOLITAN AREA DISTRICT OFFICE (SBA office code 0353)

### SBA Federal Certifications

Last modified: 10/25/2023 12:00:00 AM  
FirstGov E-Gov Regulations.gov White House  
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## SBA Federal Certifications

### 8(a) Certification:

SBA 8(a) Case Number:  
SBA 8(a) Entrance Date:  
SBA 8(a) Exit Date:

### HUBZone Certification:

HUBZone Certified?:  Yes  No  
HUBZone Certification Date:

### 8(a) Joint Venture - SBA Certified:

*NOTE: Notify your servicing SBA Business Opportunity Specialist to have your 8(a) joint venture approval date reflected in DSBS.*

8(a) JV Entrance Date:  
8(a) JV Exit Date:

### Women Owned - SBA Certified:

WOSB Certified?:  Yes  No  
WOSB Pending?:  Yes  No

### Economically Disadvantaged Women Owned - SBA Certified:

EDWOSB Certified?:  Yes  No  
EDWOSB Pending?:  Yes  No

### Veteran-Owned Small Business - SBA Certified:

VOSB Certified?:  Yes  No  
VOSB Joint Venture?:  Yes  No  
VOSB Certification Date:  
VOSB Certification Expiration Date:

### Service-Disabled Veteran-Owned Small Business - SBA Certified:

SDWOSB Certified?:  Yes  No  
SDWOSB Joint Venture?:  Yes  No  
SDWOSB Certification Date: 07/28/2023  
SDWOSB Certification Expiration Date: 07/28/2026

## Other Certifications

### Non-Federal-Government Certifications:

(none given)

# WHERE THIS APPLIES

SBA Profile Ready

**Products & Services**

**Capabilities Narrative:**  
(none given) We will add your Capabilities Narrative.

**Special Equipment/Materials:**  
(none given)

**Business Type Percentages:**  
(none given) We will add your Business Type Percentages.

**Bonding Levels**

Construction Bonding Level (per contract)	(none given)
Construction Bonding Level (aggregate)	(none given)
Service Bonding Level (per contract)	(none given)
Service Bonding Level (aggregate)	(none given)

**NAICS Codes with Size Determinations by NAICS:**

#	Primary?	Code	NAICS Code's Description	"Buy Green"? (4)	Small? (3)
1	Yes	541519	Other Computer Related Services General \$30.00m Small Business Size Standard: [Yes] Special 150 Employees Information Technology Value Added Resellers: [Yes] (4)		Yes
2		517121	Telecommunications Resellers		Yes
3		519290	Web Search Portals and All Other Information Services		Yes
4		541330	Engineering Services General \$22.50m Small Business Size Standard: [Yes] Special \$41.50m Military and Aerospace Equipment and Military Weapons: [Yes] Special \$41.50m Contracts and Subcontracts for Engineering Services Awarded Under the National Energy Policy Act of 1992: [Yes] Special \$41.50m Marine Engineering and Naval Architecture: [Yes] (4)		Yes
5		541511	Custom Computer Programming Services		Yes
6		541512	Computer Systems Design Services		Yes
7		541513	Computer Facilities Management Services		Yes
8		541611	Administrative Management and General Management Consulting Services		Yes
9		541618	Other Management Consulting Services		Yes
10		541690	Other Scientific and Technical Consulting Services		Yes
11		541715	Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology) General 1000 Employees Small Business Size Standard: [Yes] Special 1500 Employees Aircraft, Aircraft Engine and Engine Parts: [Yes] Special 1250 Employees Other Aircraft Parts and Auxiliary Equipment: [Yes] Special 1250 Employees Guided Missiles and Space Vehicles, Their Propulsion Units and Propulsion Parts: [Yes] (4)		Yes
12		541990	All Other Professional, Scientific and Technical Services		Yes
13		561110	Office Administrative Services		Yes
14		611420	Computer Training		Yes
15		611430	Professional and Management Development Training		Yes
16		611710	Educational Support Services		Yes

(1) By entering "Yes" for "Buy Green", the Firm asserts that it obeys EPA guidelines for environmental friendliness for this NAICS code. Note: EPA guidelines do not exist for every NAICS code.  
(2) If "Yes" the firm's revenues and/or number of employees do not exceed the NAICS code's small business size standard.  
(3) As seen above, the size standard can depend on subcategories within a NAICS code.

last modified: 10/25/2023 12:00:00 AM 
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Primary?	Code	NACCS Code's Description	Buy Green?	Smart?
1	Yes 541519	Other Computer Related Services General \$30.00m Small Business Size Standard: [Yes] Special 150 Employees Information Technology Value Added Resellers: [Yes] <sup>(4)</sup>		Yes
2	517121	Telecommunications Resellers		Yes
3	519290	Web Search Portals and All Other Information Services		Yes
4	541330	Engineering Services General \$22.50m Small Business Size Standard: [Yes] Special \$41.50m Military and Aerospace Equipment and Military Weapons: [Yes] Special \$41.50m Contracts and Subcontracts for Engineering Services Awarded Under the National Energy Policy Act of 1992: [Yes] Special \$41.50m Marine Engineering and Naval Architecture: [Yes] <sup>(4)</sup>		Yes
5	541511	Custom Computer Programming Services		Yes
6	541512	Computer Systems Design Services		Yes
7	541513	Computer Facilities Management Services		Yes
8	541611	Administrative Management and General Management Consulting Services		Yes
9	541618	Other Management Consulting Services		Yes
10	541690	Other Scientific and Technical Consulting Services		Yes
11	541715	Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology) General 1000 Employees Small Business Size Standard: [Yes] Special 1500 Employees Aircraft, Aircraft Engine and Engine Parts: [Yes] Special 1250 Employees Other Aircraft Parts and Auxiliary Equipment: [Yes] Special 1250 Employees Guided Missiles and Space Vehicles, Their Propulsion Units and Propulsion Parts: [Yes] <sup>(4)</sup>		Yes
12	541990	All Other Professional, Scientific and Technical Services		Yes
13	561110	Office Administrative Services		Yes
14	611420	Computer Training		Yes
15	611430	Professional and Management Development Training		Yes
16	611710	Educational Support Services		Yes

(1) By entering "Yes" for "Buy Green", the firm asserts that it obeys EPA guidelines for environmental friendliness for the NAICS code. Note: EPA guidelines do not exist for every NAICS code.  
(2) If Yes, the firm's revenues/number of employees do not exceed the NAICS code's small business size standard.  
(4) As seen above, the size standard can depend on subcategory within a NAICS code.

**Keywords:**  
(none given) We will add your Keywords.

**Miscellaneous:**  
Quality Assurance Standards: (none given)  
Electronic Data Interchange capable?:  Yes  No

Exporter?: (firm hasn't answered this question yet)  
Export Business Activities: (none given)  
Exporting to: (none given)  
Desired Export Business Relationships: (none given)  
Description of Export Objective(s): (none given)

[Export Profile \(Trade Mission Online\)](#)

[Performance History \(References\)](#)

(none given) We will add your Past Performance.

The structure of this page was last updated 02/01/2013, as part of SBSS 8.1.1.