100%

# Websites that Win

Optimize Your Website for Success

artform
agency

LAYERS

NORMAL OPACITY 100%

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LAYER 1 COPY

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LAYER 1

SMART OBJECT

# INTRODUCTION



"ArtForm is a really **excellent team** that not only helps a customer hone in on what they are looking for from a digital perspective, but they execute. Their team is responsive and works out of a place of expertise. **I could not recommend them more.**"

Jonathan, Open GeoSpatial Consortium



## artform agency

Your website isn't meant to just share information. It's meant to **build relationships** and **generate leads.**

**LET'S TALK**

301-330-7333
*success@artformagency.com*

# THE IMPORTANCE OF A WEBSITE IN GOVCON

It's Your 24/7 Digital Storefront

Establishes Credibility & Trust

Demonstrates Your Expertise

Differentiates You From the Competition

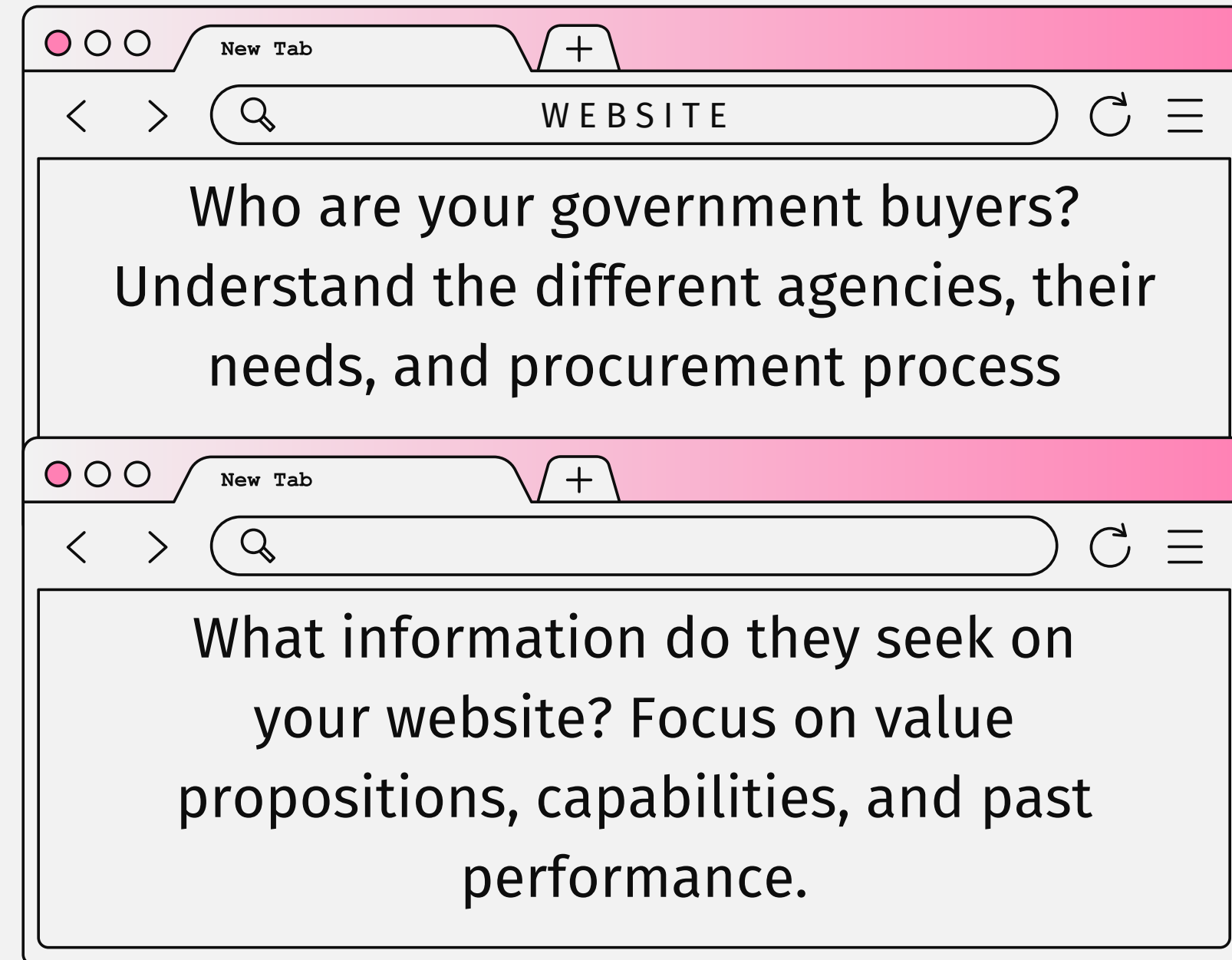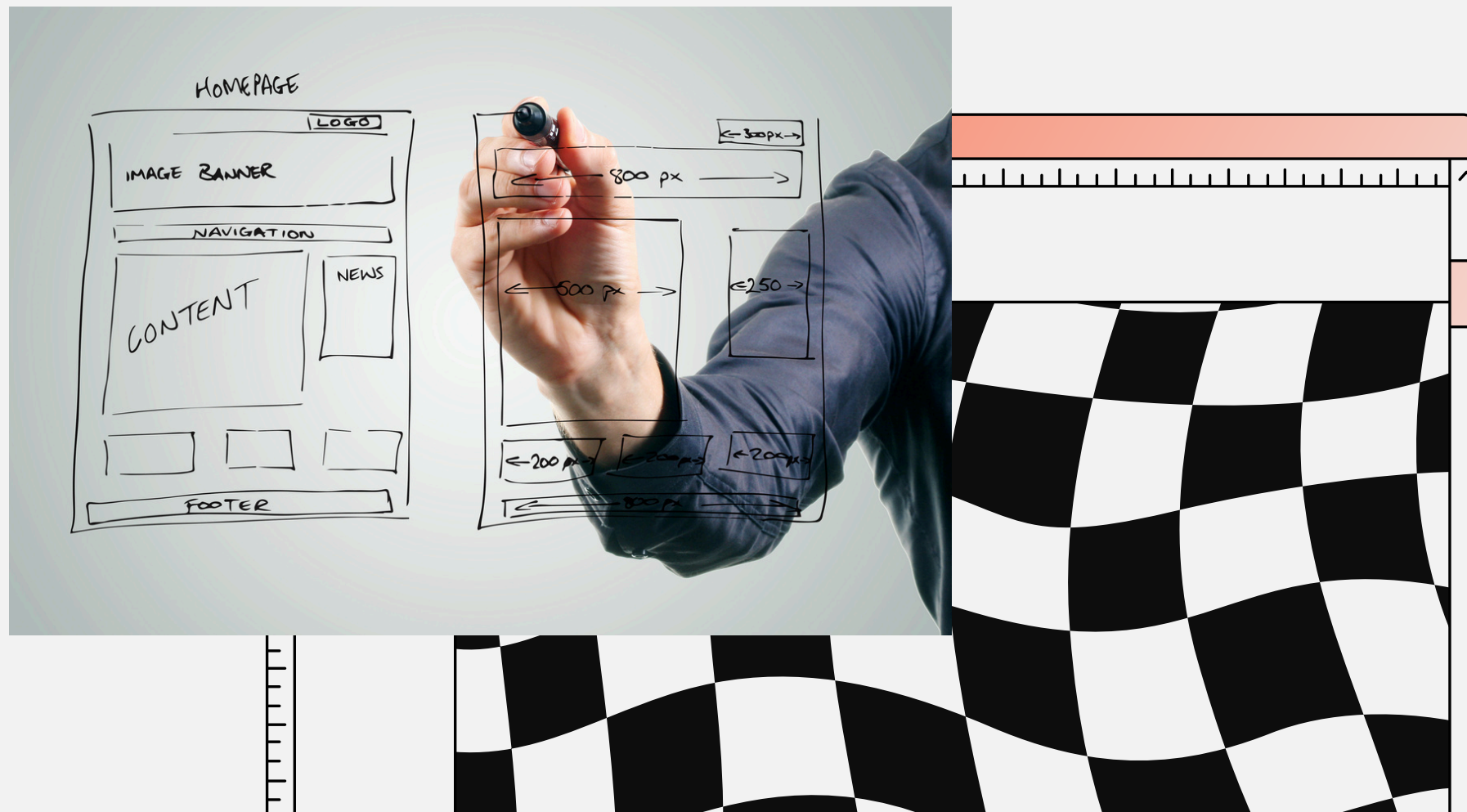A Magnet for Teaming Opportunities

Cost-Effective Marketing Tool

Boosts SEO Search Visibility

Tracks & Measures Performance

# Design for your audience

Who are your government buyers? Understand the different agencies, their needs, and procurement process

What information do they seek on your website? Focus on value propositions, capabilities, and past performance.

# NAVIGATING LOGO USAGE GUIDELINES

Improper Logo Usage Can Hinder Your Bid

**Safe Alternatives to Showcase Success:**

- Highlight quantitative data from past projects: contract values, completion times, performance metrics.
- Share client testimonials and quotes praising your work (with permission).
- Use descriptive language to detail your involvement and achievements in projects.
- Include photos or videos of completed projects (ensuring they adhere to any usage restrictions).
- Showcase awards and recognitions you received for your work.

# Essential Website Content

- **Compelling Value Proposition:** Clearly state what you offer and why government agencies should choose you.
- **Capabilities & Services:** Describe your expertise in detail, highlighting relevant case studies and successes.
- **Past Performance:** Showcase successful projects with government agencies, using data and testimonials.
- **Certifications & Clearances:** List relevant certifications, security clearances, and compliance details.
- **Team & Expertise:** Introduce your key personnel and their experience
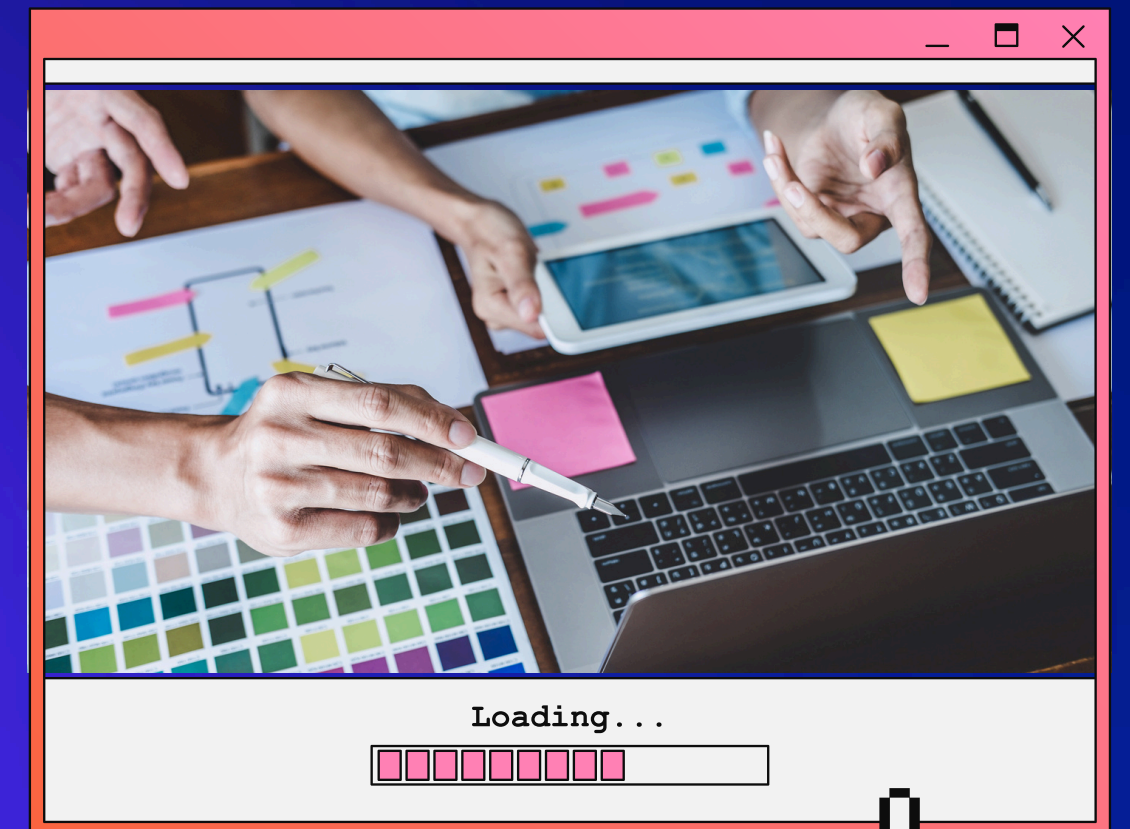
# Essentials Pages

**ABOUT US:**

Share your company story, mission, and values.
Include your contract vehicles.

**CONTACT INFORMATION:**

Make it easy for agencies to reach you,
including phone numbers, email addresses,
and contact forms.

**NEWS & EVENTS:**

Show involvement in the industry and
commitment to expertise and innovation.

**TESTIMONIALS & CLIENT REVIEWS:**

Feature positive feedback and past
performance relevant to the
opportunities you are pursuing.

**CERTIFICATIONS & AWARDS:**

Display accreditations and contract awards
that demonstrate your credibility.

# MAKE EVERY BID COUNT: ADAPT YOUR HOMEPAGE TO WIN

## Highlight Relevant Expertise:

**01** Showcase the specific capabilities and experience most aligned with the bid requirements.

## Target the Right Audience:

**02** Tailor messaging and visuals to resonate with the agency and decision-makers involved.

## Demonstrate Responsiveness:

**03** Show you're agile and understand the unique needs of each project.
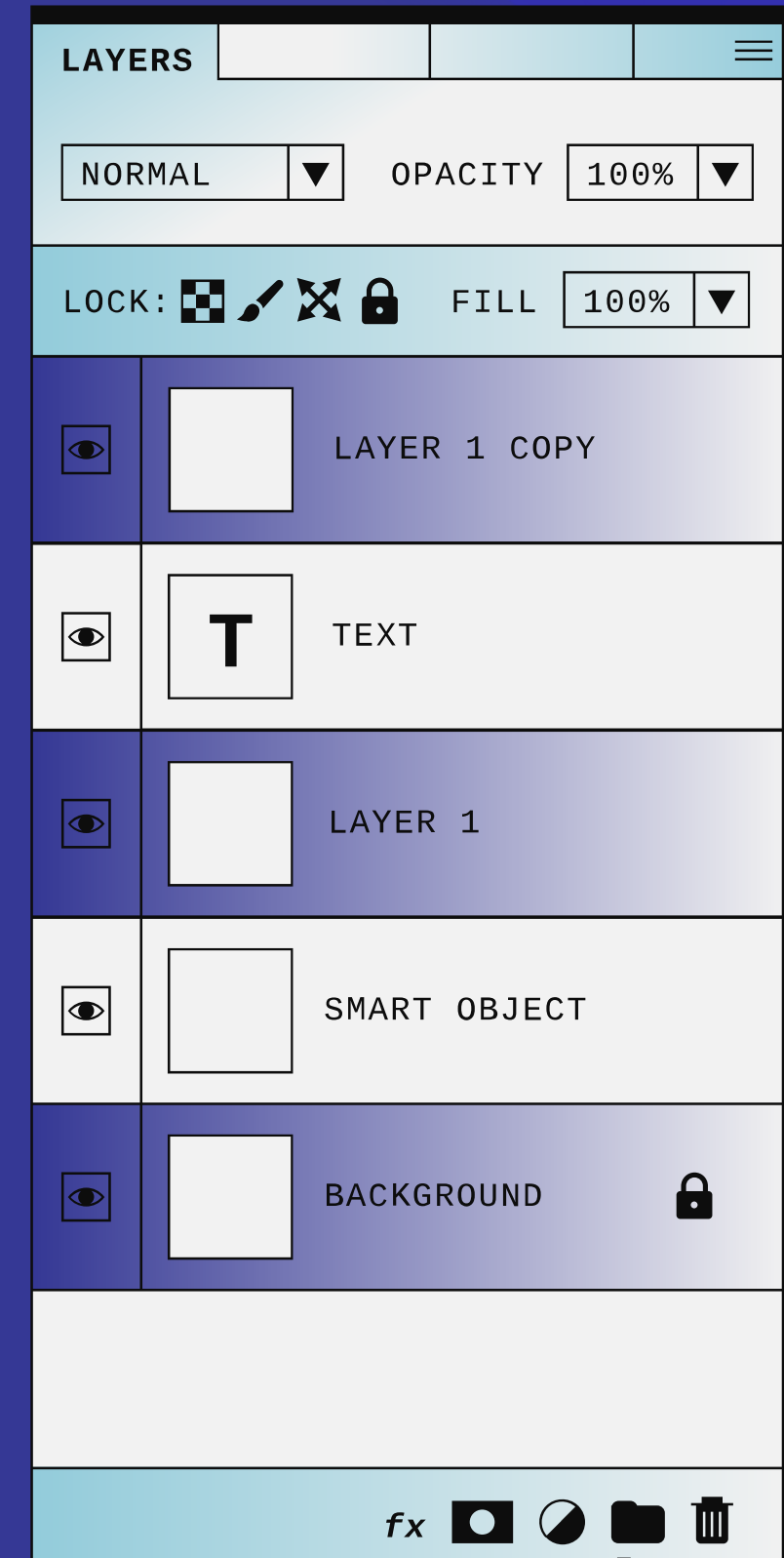
## Increase Engagement:

**04** Optimize for conversions

# Key Features for Dynamic Homepages:

**01**  **Modular Content Sections:** Easily swap banners, text, and visuals

**02**  **Targeted Messaging:** Highlight relevant case studies, certifications, and testimonials.

**03**  **Call to Action Customization:** Include specific contact forms or links relevant to the opportunity.

**04**  **Mobile-Friendly Design:** Ensure your dynamic content displays perfectly on all devices.

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LAYER 1 COPY

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LAYER 1

SMART OBJECT

BACKGROUND 🔒

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# User Experience & Navigation

- Mobile-Friendly Design
- Clear & Simple Navigation
- Fast Loading Speed
- Accessible Design
- Search Functionality

# SEO & Search Engine Visibility

**Untitled – TextEdit**

File  Edit  View  Help

- **Keyword Research & Targeting:** Choose relevant keywords that government buyers use to search.
- **On-Page Optimization:** Optimize page titles, meta descriptions, and content for targeted keywords.

PROGRESS

LOADING...

STOP

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preview.jpg

- **Technical SEO:** Ensure your website's technical infrastructure is SEO-friendly and crawlable.
- **Content Marketing:** Create valuable content that attracts and engages government buyers.
- **Link Building:** Build backlinks from relevant government websites and industry publications.

SEO WEBINAR

# CALL TO ACTION

- Download Capabilities Statement
- Case Studies & Success Stories
- Free Resources & White Papers
- Contact Us

# ADA 508 Compliance

- **Key Accessibility Features:**
  - **Alternative text for images:** Describe visual content for users with screen readers.
  - **Keyboard navigation:** Allow users to navigate the website without a mouse.
  - **Compatible with assistive technologies:** Ensure compatibility with screen readers, screen magnifiers, and other assistive tools.
  - **Clear and concise language:** Avoid jargon and use simple, easy-to-understand wording.
  - **Color contrast:** Use sufficient contrast between text and background for better readability.

# Take Action for ADA Compliance

- **Conduct an accessibility audit:** Identify and address any barriers on your website.
- **Use accessibility testing tools:** Leverage online tools to pinpoint accessibility issues.
- **Seek professional guidance:** Consult with ArtForm or other expert for comprehensive solutions.

# Download our Website Checklist

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agency