



# Assessment Worksheet

You can use this worksheet to help assess your firm's on-line catalog on the federal government's *GSA Advantage!* web site.

After winning a GSA Schedule Contract, a firm is required to prepare an on-line catalog and place it on the *GSA Advantage!* web site. Some companies undermine their marketing efforts by designing and loading a mediocre catalog.

Does your on-line catalog meet your standards of quality? Or might it cause potential federal customers to doubt your firm's professionalism? You may be able to increase the value of your hard-won contract by improving your on-line catalog. This worksheet can help you decide whether to undertake such an effort.

Developing a better on-line catalog is not a panacea for an under-performing GSA contract. But it can be part of an overall solution.

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## Self-Assessment Guide

What is the quality of your firm's on-line catalog on the *GSA Advantage!* web site?

	What is the performance of your GSA on-line catalog with respect to each criterion?			
	Excellent	Good	Mediocre	Don't Know
<b>Visibility to GSA's Search Engine; and First Impressions</b>				
1. Your firm's on-line catalog is optimized for the <b>search engine</b> embedded in the <i>GSA Advantage!</i> web site. Federal users can easily find your catalog.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Your firm's on-line catalog <b>loads</b> quickly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. When users arrive, they land on a distinct, self-contained " <b>cover</b> " (home page) of the catalog.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. The home page prominently displays your firm's <b>name</b> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. The home page is inviting—it gives the user the immediate impression that the catalog is <b>web-friendly</b> , not simply an image of a paper-based document.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. In comparison to most on-line catalogs on <i>GSA Advantage!</i> , yours looks <b>inviting</b> —even fun to surf through, or an opportunity to learn something new.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Navigation</b>				
7. Your on-line catalog is not monolithic. It is <b>logically structured</b> into different topic areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. A user can easily <b>navigate</b> among different topics by clicking on tabs or buttons, and does not have to scroll excessively. A user, for example, can easily go from "terms and conditions" to "pricing."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. There are <b>no broken links</b> —all navigational tools work as they should.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Self-Assessment Guide (cont'd.)

	What is the performance of your GSA on-line catalog with respect to each criterion?			
	Excellent	Good	Mediocre	Don't Know
<b>Professionalism</b>				
10. The site is <b>typo-free</b> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. The site has <b>no grammatical errors</b> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. The text displays all <b>special characters</b> —for example, there are no blank spaces where apostrophes should appear (a common problem in many on-line catalogs).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. All <b>graphics</b> and <b>photographs</b> load quickly and properly—without the "red x."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. There are <b>no tedious, unnecessary special effects</b> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Compliance with your GSA Contract</b>				
15. The catalog accurately displays <b>key terms and conditions</b> of your contract.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. All <b>mandatory items</b> are included in your catalog.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. The catalog lists <b>accurate, up-to-date pricing</b> , reflecting any contractual changes, price reductions, and so forth.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Marketing Content</b>				
18. Your catalog presents persuasive <b>sales content</b> —it helps guide prospective federal clients to next steps or contains <b>calls to action</b> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. The catalog's sales-related material uses language, tone, and styles that are appropriate for prospective <b>federal clients</b> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. The sales language reflects an understanding of the federal market, and will help convince potential clients that your firm is a <b>safe buy</b> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Self-Assessment Guide

(cont'd.)

	What is the performance of your GSA on-line catalog with respect to each criterion?			
	Excellent	Good	Mediocre	Don't Know
21. The reader of your on-line catalog can easily see how to obtain <b>additional information</b> on the firm—immediately, via downloads.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. Users are offered white papers or other <b>value-added content</b> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. Users of your on-line catalog are given ample information on who to <b>contact</b> at your firm—by phone and by e-mail—for low-key, non-pressured exploratory conversations. And e-mail links are automatic.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. Your on-line catalog doesn't just market your firm—it also <b>sells the idea of using the GSA contract</b> , recognizing that some prospective federal clients might have confidence in your firm, but doubts about the advisability or ease of using a GSA contract.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Relationship to your Corporate Web Site</b>				
25. Your corporate web site is just <b>one click away</b> . Users can easily leave your on-line catalog, enter your corporate web site, and return at will.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26. When a user hyperlinks over to your corporate web site, the <b>visual transition</b> is smooth. The design elements in your on-line catalog resonate well with those in your corporate web site (e.g., graphics; typography; use of logos).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27. After leaving the on-line catalog to go to your corporate web site, there is a <b>"soft landing"</b> on your corporate web site—e.g., the user is brought to a relevant page of your corporate site (e.g., one that focuses on federal contracting capabilities and vehicles).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28. The <b>path back to your on-line catalog (on the GSA Advantage! web site) is easy and intuitive</b> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>