

## Web Marketing Considerations for Minority and Women-Owned Businesses

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**SPECIAL CONSIDERATIONS.** Minority and women-owned businesses have two challenges when marketing over the Internet. First, they need to get noticed by corporate and government buyers. Second, they need to be able to provide proof they are certified as a minority-owned business by an accredited third party. The items below provide ways to address these two considerations:

- M/WBE Certification Listings. Be sure to list all the types of minority and women-owned business certifications you have such as: 8(a), National Minority Supplier, WBENC, Development Council, State, and City. The author recommends having a copy of each of your company's M/WBE certifications on your Web site that a buying organization can simply click to print a copy. If you have many certifications, it is a good idea to make a table listing them with a separate link to a printable copy of each certificate.
- Expiration Dates. Provide the date(s) your certification(s) expire with each agency.
- Affiliations. List the Minority Purchasing Council(s) that your company with which your company is affiliated. Be sure to include reciprocal M/WBE certifications.
- Supplier Directories. Make it easy for corporate and government buyers to find your business by joining an online minority supplier networks and portals.
- Special Status. Indicate any other special status such as "Corporate Plus" supplier.
- Meta-Tags. Be sure to use meta-tags (electronic key words) relating to your M/WBE status when registering your Web site with search engines.

**M/WBE CERTIFICATION FORMS.** In addition to the above, minority businesses need to have an e-mail version of the certification forms that they can send to buying organizations. This provides another way to provide this information to the buying organizations that require it.

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