



WO STRATEGIES LLC Capabilities Statement

DUNS: 081341826 NAICS: 541613 CAGE: 8HQN4

ABOUT US

We are a woman-owned small business, currently seeking certification. We are an organic traffic marketing partner and trainer to science-based organizations. We collaborate with an organization's team to ensure they have the skills and strategy necessary to grow organic traffic, with the goal of getting scientific answers into the hands of their desired customers.

Founded in 2015, the company is led by Katherine Watier Ong, a digital marketer with 18 years of experience in digital marketing and 26 years of total communications experience. She has worked both in-house and at agency positions with organizations ranging from federal agencies, foreign governments, startups, nonprofits, and Fortune 500 companies focused on G2C, B2B, B2C audiences.

Mrs Ong's professional background includes creating the strategy and leading the team to launch and grow HealthIT.gov, which won 24 separate awards. She also led the social media customer service strategy for the launch of NYStateofHealth.gov, helped assess and set the SEO strategy for Cancer.gov and Fisheries.NOAA.gov, and UX strategy for USDA REEIS.

DIFFERENTIATORS

- Active involvement of the company's founder in the SEO strategy and process.
- Focused on delivering high-quality digital marketing consulting services, training, and solutions with a focus on increasing internal capacity to execute SEO strategies.
- We recruit, assess, and hire search teams, evaluate digital marketing employee performance, and streamline internal digital marketing processes.
- Access to a team of skilled SEOs and data analytics with more than 20 years of professional experience.
- Diverse industry expertise in government, nonprofit, association, healthcare, pharma, biotech, energy, foreign governments, publishing, CPG, travel, and technology industries.

FEDERAL CERTIFICATION/MEMBERSHIP/CLASSIFICATION

- SBA
- NAICS

CONTACT INFORMATION

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CORPORATE INFORMATION

Registered Company Name
WO Strategies LLC

DBA
WO Strategies

Year Incorporated
2015

State of Incorporation
VA

Corporation Type
LLC

MAJOR FEDERAL CLIENTS AND REPRESENTATIVE ENGAGEMENTS



NOAA Fisheries
(Fisheries.NOAA.gov)

Subcontractor responsible for training the comms and technical teams on SEO, setting strategy for the site, assessing organic traffic loss and providing recommendations, put in place SEO reporting, provided a job description for internal capacity building around SEO. Edited onsite content for search visibility. Separately conducted a competitive market assessment for one of their other website properties which included next steps for audience research prior to redesigning the site.



National Cancer Institute
(Cancer.gov)

Conducted traffic drop analysis and provided recommendations. Trained internal stakeholders and comms team. Helped them source their first internal SEO resource. Worked to help them implement technical and content recommendations. Separately conducted a search competitive analysis for the breast cancer topic, which included next step recommendations for their SEO goal setting.



Office of the National Coordinator for Health Information Technology (ONC)
(HealthIT.gov)

While at Ketchum, Mrs. Ong set the strategy and her team supported the execution of the site and strategy for three years. Years later, WO Strategies conducted a traffic drop analysis/audit and recommendations which include inhouse training to enhance the current content and technical recommendations.