FREE GUIDE · LINK BUILDING

The free US .gov business listing

How to get a do-follow .gov backlink by listing your company in the U.S. Small Business Administration's official directory through SAM.gov, step by step. Plus who is eligible (including Indian startups with a Delaware C-corp parent) and options for India-only businesses.

$0
Registration is always free. Never pay anyone for it.

~45 min
to fill in, then 2–4 weeks for approval

🇺🇸 + 🇮🇳
US businesses, including Delaware C-corps with teams in India

INSIDE

The claim vs what we verified	2
Before you start: eligibility and what you need	3
Steps 1–2 · Login.gov and starting your SAM.gov registration	4
Steps 3–7 · Fill, certify, submit and get activated	5
Steps 8–10 · Claim and polish your SBA profile	6
The SEO payoff: your .gov backlink	7
In India? Your closest government options	8

Growth by CC
Organic growth, explained simply

REALITY CHECK FIRST

The viral claim vs what we verified

A viral video says: register on **SAM.gov**, tick that you're a small business, and you'll land in the SBA's official directory, a free public profile on a .gov website that AI search trusts. We checked every part of that against official sources, and inspected the directory ourselves on 9 Nov 2026.

Claim	Verdict	What we found
It's free	TRUE	"Registration in SAM.gov is always free" (GSA). SBA also says it never charges for directory profiles.
SAM.gov small businesses appear in an official SBA directory	TRUE	SBA's **Small Business Search (SBS)** lists every active SAM.gov registrant marked "small" for at least one industry code. It replaced the old DSBS in July 2025.
Your profile shows your company and website	TRUE	Profiles include name, address, contact, industry codes, a capabilities narrative, keywords and a **website** field.
It's a powerful .gov backlink	VERIFIED	Growth by CC verified that the website on the profile is a **do-follow link** from a .gov domain. See page 7 to make sure Google finds yours.
Anyone can do it	PARTLY	You need a **US entity with a place of business in the US** (13 CFR 121.105). An India-only company can't qualify, but an Indian startup with a **Delaware C-corp parent** can, if it meets the checklist on page 3.
It helps AI search trust your business	PLAUSIBLE	A consistent official record of your name, address and services is a good trust signal, but no AI company has confirmed using it.

How it actually works

1 · SAM.GOV
Register your entity for "All awards" and certify small-business size

→

2 · ACTIVATION
IRS check + validation. Typically 2–4 weeks

→

3 · SBA SBS
Profile appears automatically within ~10 business days

→

4 · POLISH
Claim it, add narrative, keywords, capability statement

THE REAL PRIZE

SBS is the directory U.S. government contracting officers and prime contractors use to find small businesses for set-aside contracts. So on top of the backlink, a good profile can bring you **real government and B2B leads**.

BEFORE YOU START

Are you eligible, and what do you need?

YOU CAN DO THIS IF...

✓ Your business is a for-profit US entity (LLC or C-corp) with a **place of business in the US**, even if founders and team are in India

✓ It's within SBA size limits for your industry

✓ You can certify information honestly

YOU CAN'T (YET) IF...

× Your company exists only in India, with no US entity

× You have no real business to describe. False certifications carry legal penalties

Checklist: keep these ready

Item	Why / notes
Login.gov account	Required to sign in to SAM.gov. The Entity Administrator verifies identity with photo ID.
EIN (US Tax ID)	Your legal name and EIN must match IRS records **exactly**, or the registration can't activate.
Legal name + US physical address	As on IRS and state records. No P.O. boxes for the physical address.
US bank account	Routing and account number (EFT). Required for US entities.
NAICS codes	Your industry codes. Look them up at census.gov/naics. Pick every code that honestly fits your services.
Size info	Employee count and average annual revenue, to check against SBA size standards (sba.gov/size-standards).

SCAM ALERT

"Registration in SAM.gov is always free" (GSA). Ignore anyone offering to "register" or "renew your SAM" for a fee. Real SAM.gov emails only link to **.gov** sites. Free help: **APEX Accelerators** (apexaccelerators.us).

🇮🇳 INDIAN STARTUP WITH A DELAWARE C-CORP PARENT? CHECK THESE 5 THINGS

1. The Delaware C-corp registers, not the Indian Pvt Ltd. Use its EIN and exact IRS legal name.

2. A real US place of business. SAM.gov needs a physical US address. A registered-agent or mail-forwarding address alone is risky. Use a real office or coworking desk.

3. A contribution to the US economy. SBA appeal decisions have accepted foreign-owned US firms that pay US taxes. Keep the C-corp's US tax filings current. US staff, contractors or bank activity help.

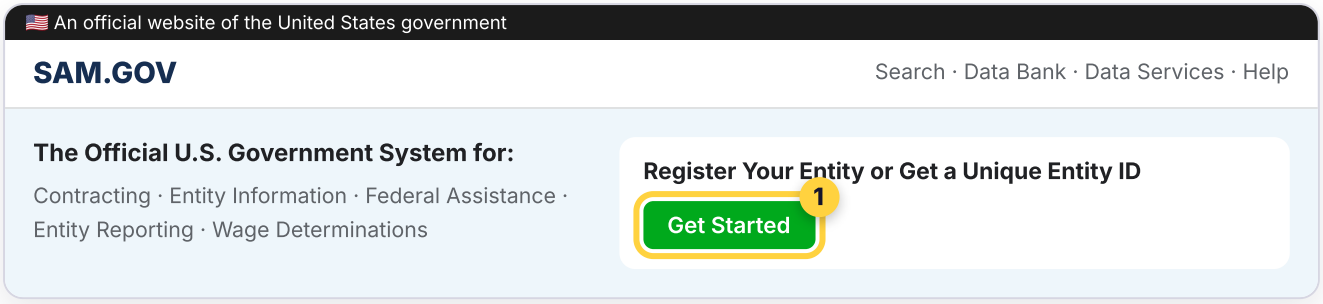
4. Size includes your Indian subsidiary. SBA counts the parent plus **all affiliates, domestic and foreign**. Most startups are still well under the limits.

5. An admin who can verify on Login.gov. It usually asks for a US SSN. If no one has one, ask the Federal Service Desk (fsd.gov) about alternatives.

STEPS 1–2 · START YOUR REGISTRATION

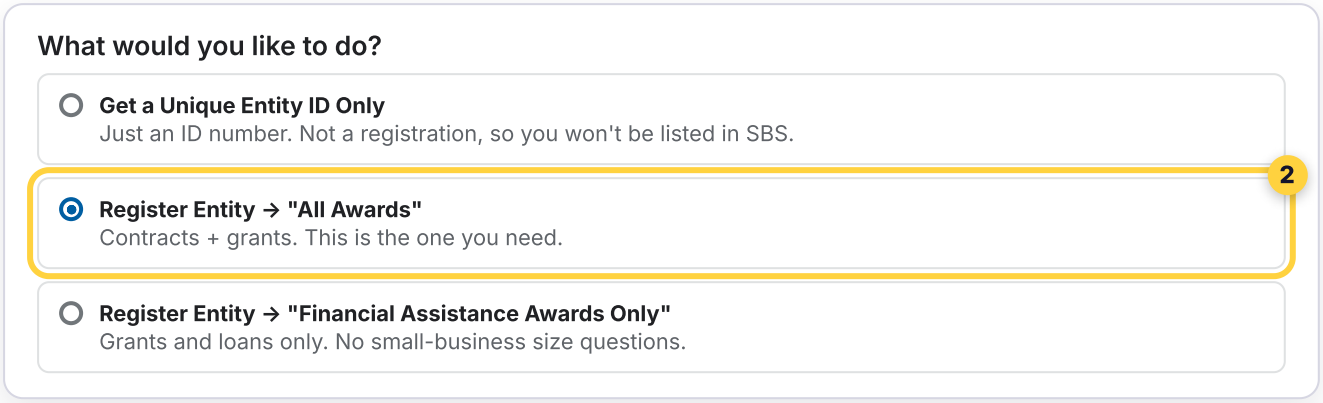
Sign in and choose the right registration type

1. **Create a Login.gov account** (login.gov) with your work email, then complete identity verification when prompted.
2. Go to **SAM.gov** → sign in → click **Get Started** under "Register Your Entity or Get a Unique Entity ID".



1 Get Started — Recreated screen

You'll then be asked what you want to do. **This choice decides whether you appear in the SBA directory:**



2 Choose Register Entity with the "All Awards" purpose — Recreated, simplified

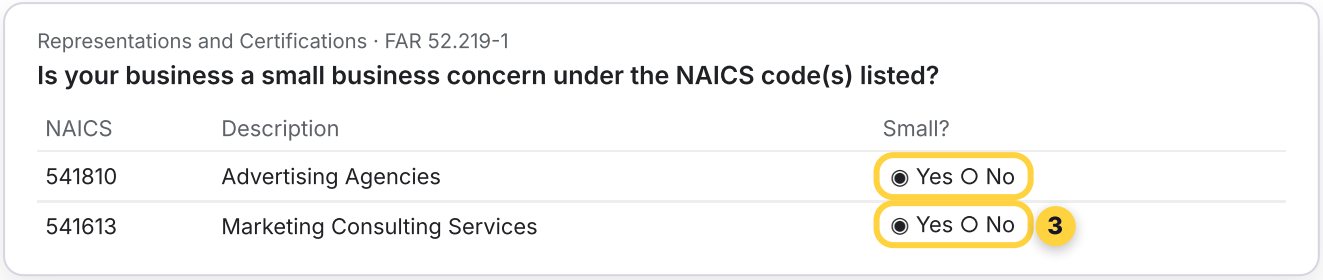
PRO TIP

Before you start, open your IRS documents (the EIN confirmation letter, CP 575) and copy the legal name and address **exactly**, including "LLC", "Inc." and punctuation. Mismatches are the #1 reason registrations get stuck.

STEPS 3–7 · FILL, CERTIFY, SUBMIT

Complete the four sections, then wait for activation

3. **Core Data:** business info, EIN and an IRS consent, CAGE code (assigned automatically if you don't have one), bank details. Leave the **public display** option ON. Opting out hides you from the SBA directory.
4. **Assertions:** add your NAICS codes and size information (employees, revenue).
5. **Reps & Certs:** answer the federal certification questions honestly, including: *"Is your business a small business concern under the NAICS code(s)…?"* Answer **Yes** only where it's true.
6. **Points of Contact:** add at least the required contacts. Add a **second Entity Administrator** so you're never locked out.
7. Review and **Submit**. You'll certify, under penalty of law, that you're authorized to act for the business.



Representations and Certifications · FAR 52.219-1

Is your business a small business concern under the NAICS code(s) listed?

NAICS	Description	Small?
541810	Advertising Agencies	◉ Yes ○ No
541613	Marketing Consulting Services	◉ Yes ○ No 3

3 Being "small" for at least one NAICS code is what puts you in the SBA directory

Recreated, example codes

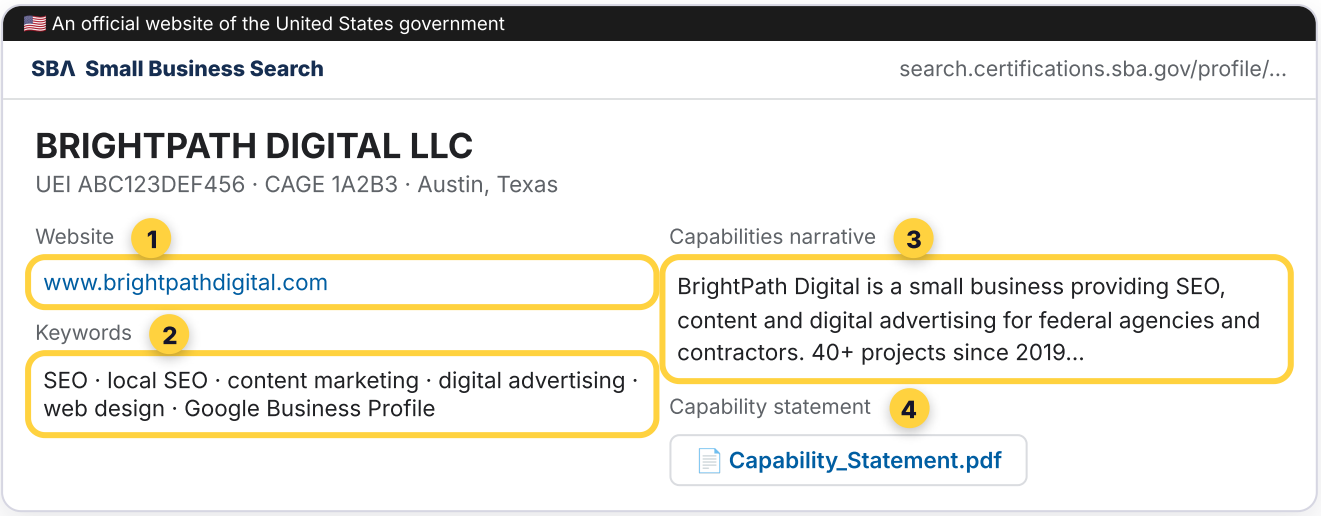
What happens after you submit

Stage	Typical time	What to do
IRS checks your name + EIN	3–5 business days	If it fails, fix the name/EIN to match IRS records exactly
Entity validation (if asked for documents)	~2 weeks	Reply within **5 business days** or the ticket closes
Registration becomes Active	Usually 2–4 weeks total	Save your UEI and CAGE code
Profile appears in SBA SBS	Up to ~10 business days later	Search your name at search.certifications.sba.gov
Renewal	**Every 365 days**	Renew 45–60 days early. If it lapses, you drop out of the directory

STEPS 8–10 · YOUR SBA PROFILE

Find, claim and polish your Small Business Search profile

8. Go to **search.certifications.sba.gov** and search your business name, UEI or CAGE code.
9. Create an SBS account, open your business and choose **Edit business**. You'll sign a short Small Business Certification Statement.
10. Fill every field you can edit (below). Address, NAICS codes and certifications come from SAM.gov, so update those there.



1 Website **2** Keywords **3** Narrative **4** Capability statement PDF

Recreated · fictional example business

Write a profile that gets found

Field	How to fill it
Capabilities narrative	Keep it under ~1,000 characters. Say what you do, who for, proof (years, projects, clients) and your differentiator. Use words buyers search for.
Keywords	10–15 specific service terms ("local SEO", not "marketing"). Officers filter by these.
Website	Your main domain, matching your Google Business Profile and website footer.
Capability statement	A 1-page PDF: core competencies, differentiators, past performance, NAICS, UEI/CAGE, contact.
Performance history	Add past projects. It builds trust with buyers.

Write a capabilities narrative (max 950 characters) for the SBA Small Business Search profile of [business name], a [type] in [city, state]. Services: [list]. Proof: [years, projects, notable clients]. Plain, factual, no hype. Then give 15 specific keywords government buyers would search.

THE SEO PAYOFF

Your do-follow .gov backlink, and how to make it count

We checked the SBA directory on **9 November 2026**. Here's how your profile and backlink work:

Test	Result
Link type	**Do-follow** link from a .gov domain to your website (verified by Growth by CC)
Profile URL format	`search.certifications.sba.gov/profile/[UEI]/[CAGE]`
Where the link comes from	The **Website** field, which comes from your SAM.gov / SBS profile
How the page is built	A JavaScript app: details load after the page opens, so Google may need help discovering your profile

HELP GOOGLE FIND YOUR BACKLINK

Because the profile is built with JavaScript, give Google a path to it. **Link to your SBS profile URL** from your website (About or Government page) and your LinkedIn company page. Then watch for the new referring domain in Google Search Console → Links, or your backlink tool, over the next few weeks.

How to squeeze the most value out of it

🗒️ Keep NAP identical

Use exactly the same name, address and phone on SAM.gov, SBS, Google Business Profile and your site. Consistency is a trust signal for Google and AI tools.

🏛️ Show it on your website

Add "SAM.gov registered · UEI ABC123..." and your NAICS codes to your About or Government page. B2B and government buyers look for it.

📄 Use your capability statement

Put the same PDF on your website and LinkedIn. One consistent story everywhere.

🔁 Renew every year

An expired SAM registration removes you from the directory. Set a reminder 60 days before.

LEGAL NOTE

SAM.gov certifications are made under penalty of law. Misrepresenting small-business status can lead to fines, debarment and worse (15 U.S.C. 645(d)). Only register a real business, with true information. This guide isn't legal advice: ask an APEX Accelerator or attorney if you're unsure.

IN INDIA?

Your closest government listing options

If your business exists **only** in India, with no US entity, SAM.gov's small-business directory isn't open to you. These are the closest Indian government options. None of them is a confirmed "backlink", but they are free, official trust signals.

Platform	Who it's for	Public profile?	How to use it
Startup India / BHASKAR startupindia.gov.in	DPIIT-recognised startups (Pvt Ltd, LLP, partnership; <10 yrs; innovative)	MAYBE	Get DPIIT recognition (free, via nsws.gov.in), complete your profile, add your website and set visibility to **Everyone**. Then check it while logged out.
DGFT Trade Connect "Source from India"	Exporters with IEC (export threshold applies; DPIIT startups with IEC now eligible)	YES	DGFT says profiles are "publicly visible" to foreign buyers. Great for exporters. Website display not confirmed.
Udyam Registration udyamregistration.gov.in	All MSMEs	NO	A free certificate, not a listing. Still worth it: it's needed for GeM, TReDS and MSME schemes.
GeM gem.gov.in	Anyone selling to government (Aadhaar, PAN, GST)	NO	A selling channel, not an SEO listing. Free to register, and caution money was removed in 2025.

BEWARE FAKE PORTALS

Udyam says: "Udyam (MSME) Registration is Free of Cost... No Costs or Fees are to be paid to anyone." Startup India says no agency is authorised to apply on your behalf. Many look-alike sites charge ₹1,000–5,000. Always use the official .gov.in site.

HAVE A DELAWARE C-CORP PARENT OR A US LLC?

Then you don't need the Indian options for this. Your US entity can follow this whole guide and get the do-follow .gov backlink. Check the 5-point Delaware checklist on page 3 first.

Want more honest link-building hacks?

Follow **Growth by CC** on Instagram. We test the viral tricks so you don't waste time.