



Dynamic Small Business Search (SBS)

Client Self-Service Setup Guide

Prepared by FLM Consulting & Solutions LLC | Effective: 2025-2026

How to Use This Guide

This guide walks you through Dynamic Small Business Search (SBS) from the ground up. You can complete everything here using your existing SAM.gov login — no new accounts required. Follow each step in order. Gather your information before you start, and read each step fully before acting. If a step references a website, open it in a new tab and return here. For SBA questions beyond this guide, call 1-800-827-5722 or visit [sba.gov](https://www.sba.gov).

1

What Is Dynamic Small Business Search (SBS)?

Background & Purpose

Dynamic Small Business Search — commonly called SBS — is a free, publicly searchable federal database maintained by the U.S. Small Business Administration (SBA). It is the primary tool federal contracting officers and prime contractors use to identify qualified small businesses for upcoming requirements, subcontracting goals, and set-aside opportunities.

Your SBS profile is automatically created when you complete your SAM.gov registration — but a bare-bones profile will not get you noticed. Contracting officers use SBS filters to narrow results by NAICS code, certification status, location, and business type. If your profile is incomplete, you get filtered out before anyone sees your name.

Think of SBS as your federal resume. A strong profile is visible, specific, and current. A weak profile is invisible.

Who Uses SBS and Why It Matters to You

- Federal contracting officers searching for small businesses ahead of upcoming solicitations
- Prime contractors looking for certified subcontractors to satisfy small business subcontracting plans
- Agency small business specialists conducting market research before releasing RFQs or RFPs
- State and local agencies that reference SBS when sourcing small business vendors

Question	Answer
Free to Use?	YES — completely free at beta.sam.gov



Who Uses It?	Federal contracting officers and prime contractors searching for small business vendors
Does It Replace SAM.gov?	No — SAM.gov is your legal registration. SBS is your searchable business profile.
Is It Required?	Not always mandatory, but essential for federal market visibility and set-aside targeting
How Often to Update?	Any time your capabilities, certifications, or NAICS codes change — at minimum every 6 months
Can Prime Contractors See It?	Yes — fully searchable by prime contractors seeking qualified subcontractors

2

What SBS Is NOT

Common Misconceptions

- It is not a certification portal. You cannot apply for SDVOSB, 8(a), HUBZone, or WOSB here.
- It is not SAM.gov. SAM.gov is your legal contractor registration. SBS is your business profile and search listing.
- It is not a bidding or proposal platform. SBS creates visibility ... winning contracts still requires responding to solicitations.
- It is not automatic. You must actively complete and maintain your own profile for it to work in your favor.

3

Before You Start

What to Have Ready

Before logging in, gather the following. Having this ready saves time and prevents mid-session errors.

- Your SAM.gov login credentials (email and password for login.gov)
- Your Unique Entity Identifier (UEI) from SAM.gov
- Your primary NAICS code(s) — up to 10 can be added to your profile
- A clear business description (2-3 sentences covering what you do and who you serve)



- Your active SBA certifications, if any (SDVOSB, 8(a), HUBZone, WOSB)
- A keywords list: services, specialties, equipment types, or agency experience
- A capability statement or company overview document (optional but strongly recommended)

4 Access Your SBS Profile

1 Go to the SBS Website
Navigate to beta.sam.gov — the official, current SBA search portal. Do NOT use dsbs.sba.gov; that legacy site is being phased out and may not reflect your current profile.

- Use Google Chrome or Microsoft Edge for best results
- Avoid Internet Explorer or Safari — the portal may not load correctly

2 Sign In with Your SAM.gov Credentials
SBS is linked directly to your SAM.gov registration. You do not create a separate SBS account.

- Click 'Sign In' in the upper right corner
- Use your login.gov account — same email and password as SAM.gov
- If you forgot your credentials, reset at login.gov, not the SBS portal

3 Navigate to Your Business Profile
Once logged in, locate your entity registration to access your SBS profile.

- Click your name or account icon in the upper right
- Select 'Entity Registrations' from the dropdown
- Click on your registered business name
- Select 'Small Business' or 'Dynamic Small Business Search' from the left navigation panel

5 Complete Your SBS Profile

The Checklist

Work through each field below. Incomplete fields reduce your search ranking and may cause contracting officers to skip your profile entirely.



1 Business Description

This is the most critical free-text field in your profile. Write 3-5 clear sentences covering what your company does, who you serve, and what sets you apart. Avoid generic language.

- BAD: 'We provide consulting services to federal agencies.'
- GOOD: 'FLM Consulting & Solutions LLC delivers fleet maintenance, logistics support, and equipment repair to Army installations and federal agencies nationwide. As an SDVOSB prime contractor based in El Paso, TX, we specialize in rapid-response execution and subcontractor management for equipment-intensive contracts.'
- Keep it factual — contracting officers want to know your capabilities quickly, not read a marketing pitch

2 NAICS Codes

Add every NAICS code that legitimately represents your capabilities. Contracting officers filter by NAICS — if your code is missing, you will not appear in their search.

- Navigate to the NAICS section of your profile and add your primary code first
- Add up to 10 codes total — cover every active service line: maintenance, repair, logistics, consulting
- Verify codes at naics.com or sba.gov/size-standards
- Tip: check NAICS codes on recent solicitations in your target space and confirm they are in your profile

3 Keywords

Keywords are the search terms contracting officers type into SBS. Think like the person looking for you.

- Enter terms like: 'fleet maintenance,' 'heavy equipment repair,' 'generator service,' 'logistics,' 'program management,' 'federal contracting'
- Use industry-specific terminology your agency customers would recognize
- Include equipment types, brands, and service categories relevant to your work
- Avoid filler words like 'professional,' 'excellent,' or 'quality'

4 Certifications and Socioeconomic Status

Confirm your certifications are correctly reflected. This is what enables set-aside filtering by contracting officers.

- SDVOSB: ensure 'Service-Disabled Veteran-Owned' is checked
- 8(a): confirm 8(a) status appears and the expiration date is current
- HUBZone: verify the HUBZone designation is active
- These fields pull from your SAM.gov representations — if they appear incorrectly here, update SAM.gov first

5 Contact Information



Make it easy for someone to reach you. Incomplete contact info costs you real opportunities.

- Confirm your primary point of contact name is current
- Add a direct phone number — not a general mailbox
- Add your business email address and website URL
- Ensure your physical address matches your SAM.gov registration

6 Capabilities Narrative

This section lets you upload a longer capabilities document or narrative. Most small businesses skip this — which means you can stand out by doing it.

- Upload a current capability statement (PDF preferred, under 2MB)
- If no upload option appears, paste a summarized narrative into the available text field
- Focus on past performance, certifications, and core service areas
- Be specific and factual — avoid marketing language

6 Review and Verify Your Profile

Before closing out, run a quick self-search to confirm your profile is appearing correctly in filtered results.

1 Search for Your Own Business

Go to beta.sam.gov and use the Small Business Search tool to look up your company by name, UEI, or NAICS code.

- Confirm your company name appears in results
- Confirm your certifications display correctly
- Confirm location, description, and primary NAICS are accurate
- If anything is missing, return to your profile and update

2 Test a NAICS Filter Search

Simulate what a contracting officer would do when searching for your capabilities.

- In the SBS search bar, enter one of your primary NAICS codes
- Apply your state as a location filter
- Apply any certifications you hold (e.g., SDVOSB) as an additional filter
- Confirm your company appears in the filtered results — if not, verify the NAICS code is saved in your profile

7 Maintain Your Profile

Ongoing Requirements



FLM CONSULTING & SOLUTIONS LLC

Federal Contracting & Technical Services Advisors | El Paso, TX

SBS is only as useful as it is current. A stale profile signals a stale business. Keep it updated.

- Review your SBS profile every 6 months — update description, NAICS codes, and keywords as your business evolves
- Update immediately when you earn or lose a certification (SDVOSB, 8(a), HUBZone, WOSB)
- Keep your SAM.gov registration active and renewed annually — your SBS profile mirrors SAM.gov data
- Update contact information any time your primary point of contact, email, or phone number changes
- Add NAICS codes when you expand into new service lines or win contracts in new categories
- Replace outdated keywords with terminology that reflects your current capabilities and target agencies

Pro Tip from FLM

SBS is most powerful when paired with a strong SAM.gov profile and an updated capability statement. Contracting officers who find you on SBS will often look at your SAM.gov entity profile next — make sure both tell the same story. If you hold SDVOSB or another SBA certification, your set-aside eligibility appears in SBS search results automatically. That alone makes you more visible than the majority of registered small businesses.

Need Support?

You can complete every step in this guide on your own. But if you want a second set of eyes on your profile, need help writing your business description, or want us to review your NAICS strategy and keyword selection ... we are here.

FLM Consulting & Solutions LLC provides full-service federal contracting support including SBS profile optimization, SAM.gov registration, capability statement development, and proposal preparation.

info@flmconsultingandsolutions.com | www.flmconsultingandsolutions.com

This guide is provided for informational purposes. Portal interfaces and SBA requirements may change. Always verify current information at sba.gov or beta.sam.gov before applying.