

A Guide to Keywords and UNSPSCs:

What State Buyers Use to Find Your Business and Offer You Work

Once you **register your business** and receive your **SB or DVBE certification** on caleprocure.ca.gov, you should revisit your registration and certification profiles to update your keywords and United Nations Standard Product and Services Codes (UNSPSC) so that the state's buyers can find your business and request a quote.

What is a keyword?

Keywords describe a good or service, such as *concrete*, *environmental*, or *legal*. Buyers can find your business through keyword searches; think of what someone might search on the web to find your business.

What is a UNSPSC?

A UNSPSC is an eight-digit code used to identify a good or service.

Each code is part of a hierarchy with four levels. Each level is determined by two, four, six, or eight digits, with the remaining digits as zeros. The goods or services identified by the code become more specific in the lower levels of the hierarchy. See the example below:

Hierarchy	Code	Description
Level 1	14000000	Paper materials and products
Level 2	14110000	Paper materials and products - Paper products
Level 3	14111500	Paper materials and products - Paper products - Business use print & writing paper
Level 4	14111507	Paper materials and products - Paper products - Business use printing & writing paper – printer or copier paper

The Level 1 code only specifies the first two digits with the remaining six digits as zeros and describes a broad group of goods. The Level 4 code specifies all eight digits and describes a very specific good. Buyers usually search for goods with Level 3 and Level 4 codes.

Keywords and UNSPSC tips

List Keywords and UNSPSCs on your certification profile to show what goods and services you provide.

- Update these UNSPSCs on caleprocure.ca.gov by logging in, clicking *Manage Certification* under your WorkCenter and then clicking *Amend Application*. Click *Save and Continue* on each page until you reach the *Other* tab.

If you list a Level 3 UNSPSC code, list the relevant Level 4 codes in that category that you provide. Likewise, if you list a Level 4 code, you should list its Level 3 parent code.

Enter keywords individually, not as a list or sentence.

List synonyms and variations of words; write *copy* and *copier*, or *trash* and *waste*.

List general categories of products and services but if you sell specialty brands, list those too.

Look at the certification profiles of businesses in your industry in the [Cal eProcure Supplier Search](#) and [view past purchases](#) in the state's database of past procurements for guidance on what keywords and UNSPSCs to use.

Browse UNSPSCs to list at unspsc.org/search-code.

In your application, you can receive notification of procurements that are listed under a certain UNSPSC. This list is different than the list of UNSPSCs that buyers can see on your profile.

- Update your notifications on caleprocure.ca.gov by logging in and clicking *Manage Notifications* under your WorkCenter.