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 all remaining digits as zeros. The goods or services identified by the code become more specific in lower levels. See the example below:

<table>
<thead>
<tr>
<th>Hierarchy</th>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>14000000</td>
<td>Paper materials and products</td>
</tr>
<tr>
<td>Level 2</td>
<td>14110000</td>
<td>Paper products</td>
</tr>
<tr>
<td>Level 3</td>
<td>14111500</td>
<td>Printing and writing paper</td>
</tr>
<tr>
<td>Level 4</td>
<td>14111506</td>
<td>Computer printout paper</td>
</tr>
</tbody>
</table>

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 your user name, clicking View Certification Profile 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 dgsapps.dgs.ca.gov/PD/UNSPSCSearch.

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, clicking your user name, and selecting Manage Notifications.