



Gravity and Grit LLC – Capabilities Statement *Service-Disabled Veteran-Owned Small Business (SDVOSB) | Minority-Owned | Texas-Based*

COMPANY OVERVIEW

Gravity and Grit LLC provides professional web design, website management, and digital strategy solutions to small businesses, nonprofits, and public sector organizations. We specialize in scalable, reliable WordPress websites with rapid launch timelines and long-term maintainability. Our team brings deep experience in higher education, marketing communications, and digital infrastructure for mission-driven organizations.

CORE COMPETENCIES

- **Web Design & Development:** Custom and theme-based WordPress websites with mobile-first, accessible, and SEO-friendly design
- **Website Management & Hosting Support:** End-to-end website maintenance, updates, and backend support for client-owned or managed sites
- **Content Strategy & SEO:** Structuring content for clarity and searchability, basic SEO implementation, and ongoing improvement
- **Digital Marketing Support:** Front-end optimization, basic analytics integration, and user experience enhancements
- **Government & Institutional Projects:** Fixed-scope deliverables under formal agreements or contracts with public sector clients

DIFFERENTIATORS

- Certified SDVOSB (SBA), Veteran-Owned Business (TVC), and HUB (Texas Comptroller)

- Experience serving public entities, research groups, and university systems
- Clear service tiers that support self-service, managed, and full-scope web solutions
- Strategic alignment with client goals, not just visual design
- Dedicated to simplicity, sustainability, and accessibility in every project

PAST PERFORMANCE

- Higher education departments, grant-funded research programs, and extension services
- State and local agencies with outreach, informational, or resource-based web needs
- Nonprofits and rural development organizations seeking low-maintenance digital solutions

COMPANY DATA

- **UEI:** TK3XRBMYLN47
- **CAGE Code:** 104J1
- **Registered In:** SAM.gov, SBA DSBS
- **Certifications:**
 - SBA Certified SDVOSB
 - Texas Veterans Commission (TVC) – Veteran-Owned Business (VOB)
 - Texas Comptroller – HUB Certified

NAICS Codes

- **541511** – Custom Computer Programming Services
- **541512** – Computer Systems Design Services
- **541613** – Marketing Consulting Services
- **541810** – Advertising Agencies
- **541430** – Graphic Design Services
- **518210** – Data Processing, Hosting, and Related Services

NIGP Codes

- **915-96** – Web Page Design, Management, and Maintenance Services
- **918-76** – Marketing Consulting
- **915-22** – Communication and Media Related Services
- **920-07** – Applications Software
- **920-14** – Data Processing Services
- **208-11** – Internet and Web Browser Software

Contact Information:

Gravity and Grit

Email: contracts@gravityandgrit.com

Phone: 979-217-1688

Website: www.gravityandgrit.com