

Looking the Part:



Best Practices of Marketing a Cyber Security Firm

Allan Walters

Director of Digital Marketing

W.O'DONNELL CONSULTING



Who's
the dork
up front?





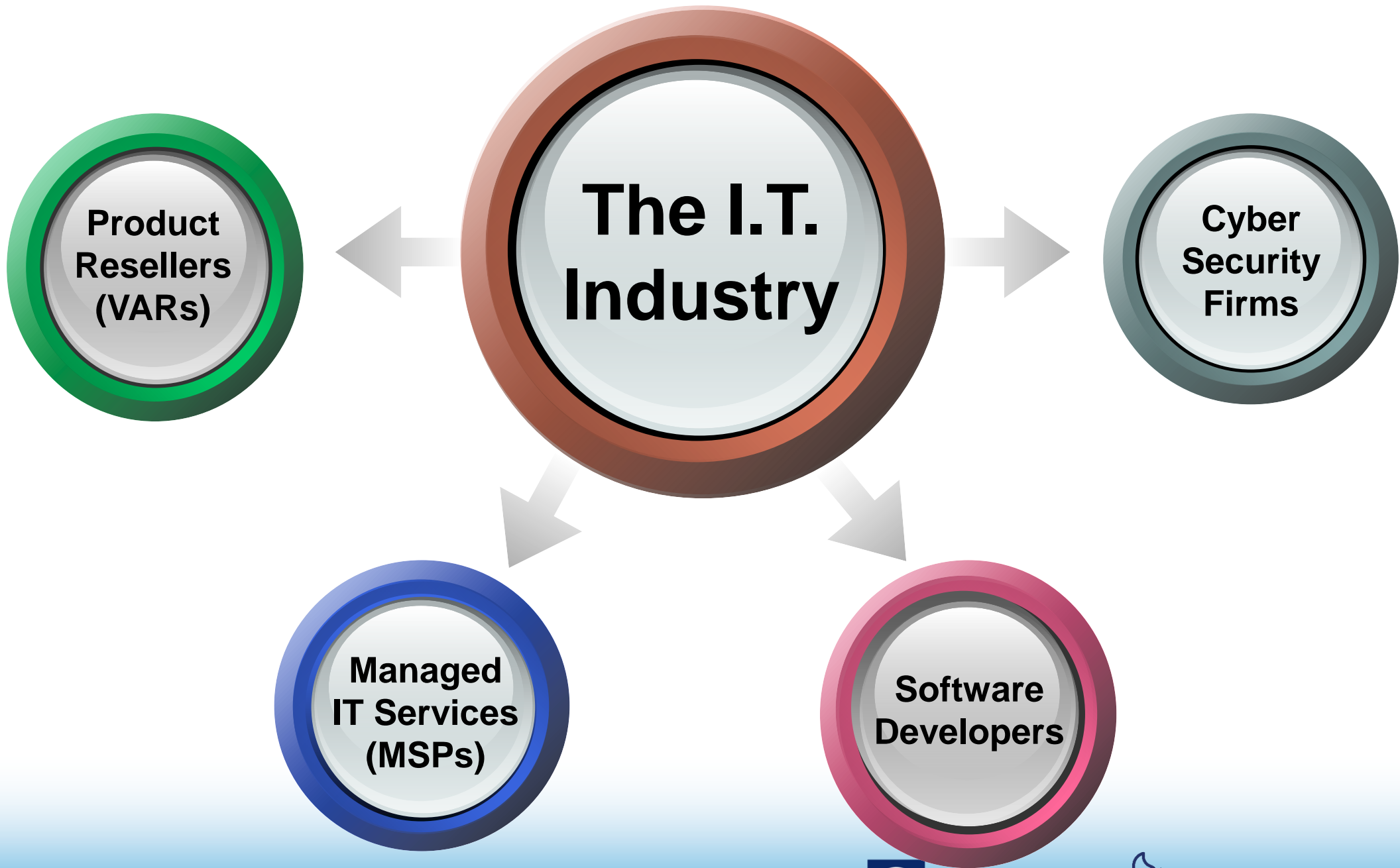
- ✓ In the IT industry for 33 years
- ✓ Actively doing IT/MSP marketing for 29 years
- ✓ Actively doing SEO, PPC & Web Marketing for 17 years
- ✓ Former President of TechSelect (TD Synnex)
- ✓ Google Ads Certified Advanced Search Professional
- ✓ Started multiple IT and technology companies
- ✓ Have been acquired by IT companies & acquired others
- ✓ Grew MSP from nothing to \$1M+ in sales
- ✓ Helped MSP grow from \$1M in sales to \$13M+ in sales
- ✓ Most importantly – I'm one of you!

As vertical markets **grow** and
mature,

As vertical markets **grow** and mature, they **div/ide** into disparate sub-verticals that are **uniquely** different from one another

As vertical markets **grow** and mature, they **divide** into disparate sub-verticals that are **uniquely** different from one another and **usually require** new approaches to reach success.

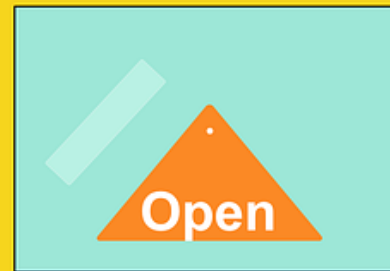
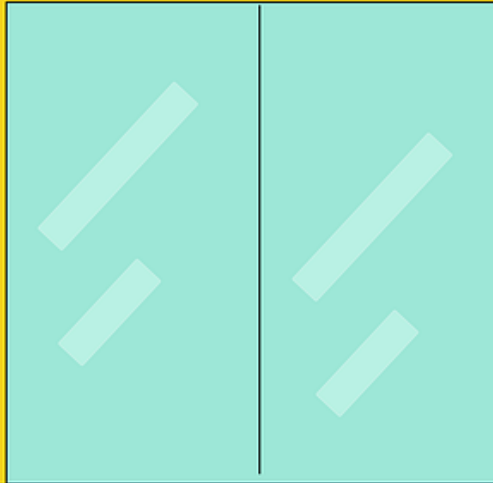




Division doesn't happen
initially, at first new services
are simply **added**.

- Dealers / Resellers
- VARs (Value Added Resellers)
- Integrators
- On-Site Service Providers
- Solutions Provider
- Pro-Active IT Service
- IT Service Contracts
- Managed IT Services
- MSP
- MSSP
- Cyber Security Firm
- IT Consultant
- HaaS
- SaaS
- IaaS
- SECaaS
- Cyber Security Services
- Cloud Computing
- Virtualization Services
- Outsourced IT Firm
- Co-Managed IT Company
- vCIO / vCTO

ONE STOP SHOP



ONE THROAT TO CHOKE



Cyber security as a discipline is starting to **separate** itself from the standard IT company or managed IT service provider.

**WHY DOES THIS
MATTER?**

It doesn't, **IF** your plan is to only
provide security services for
your **existing clients.**



BUT, if you want to land new clients **BECAUSE** of your cyber security services, **your image** is essential.

MSP Clients



Security Clients



Map Clients



Security Clients



So, for those that want to
land “security first” clients.
Now what?

We need to **understand** who those clients are and what situation they are likely in.

How many of you have some clients that have **not taken all** of your recommended security solutions yet?

It can be **hard** to sell a
company cyber security
solutions if they've **never** been
compromised before.



Most security first prospects
will **EITHER** be companies with
their own IT department that
need expert security help...

...OR companies that already
have an MSP and they still got
compromised.

And **this is the key**, you don't want to look like just another MSP to them, because they got hacked under the watch of an MSP.

Your

Image

Matters

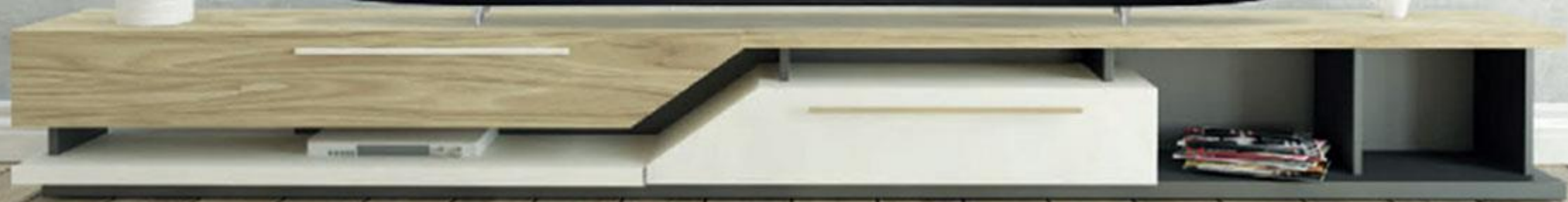


Generalist

vs

Specialist





Appliances Memorial Day Sale. Ends June 5. Limited quantities. No rainchecks. Shop now

Yardbird Best Buy Outlet Best Buy Business Shop with an Expert



Menu

What can we help you find today?

Johnson City



Top Deals Deal of the Day Yes, Best Buy Sells That My Best Buy Memberships Credit Cards Gift Cards Gift Ideas Account Recently Viewed Order Status Saved Items

Best Buy All Categories

Get it fast

Store Pickup at Johnson City and nearby stores

Ready today - Tue, May 21

Shipping to 37659

Get it today - Tue, May 21

Category

TVs

All Flat-Screen TVs

Price

min. to max.

- Price range filters: \$100 - \$149.99, \$150 - \$199.99, \$200 - \$249.99, \$250 - \$499.99, \$500 - \$749.99, \$750 - \$999.99, \$1000 - \$1249.99, \$1250 - \$1499.99, \$1500 - \$1999.99, \$2000 - \$2499.99, \$2500 - \$2999.99, \$3000 and Up

102 items

Sort By: Featured



LG - 65" Class C3 Series OLED evo 4K UHD Smart webOS TV

4K UHD Smart Voice Assist

Model: OLED65C3PUA SKU: 6535929

5 stars (1,871)

Pick up today at Johnson City

Delivery as soon as May 28 to 37659 • FREE

Installation as soon as Thu, May 23

Compare Save

\$1,499.99

Save \$200 Was \$1,699.99

3 free months of Apple TV+ & 3 more

Add to Cart

Open-Box: from \$1,190.99



Samsung - 65" Class TU690T Crystal UHD 4K Smart Tizen TV

4K UHD Direct Lit Smart

Model: UN65TU690TFXZA SKU: 6538957

5 stars (411)

Pick up today at Johnson City

Delivery as soon as May 28 to 37659 • FREE

Installation as soon as Thu, May 23

Compare Save

\$399.99

Save \$80 Was \$479.99

Add to Cart

Open-Box: from \$251.99



Sony - 65" Class BRAVIA XR X90L LED 4K UHD Smart Google TV

\$1,099.99



1-16 of over 80,000 results for "tv"

Sort by: Featured

Eligible for Free Shipping

Free Shipping by Amazon
Get FREE Shipping on eligible orders shipped by Amazon

Delivery Day

Get It by Tomorrow

Department

- Televisions
 - LED & LCD TVs
 - QLED TVs
 - OLED TVs
- Fire TV
 - Smart TVs
- Television Stands
- Video Projectors

Customer Reviews

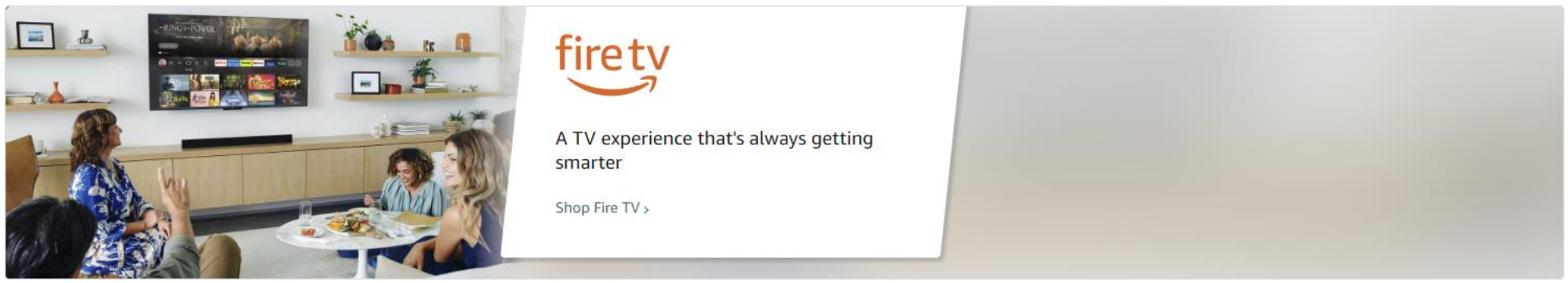
- ★★★★★ & Up
- ★★★★☆ & Up
- ★★★☆☆ & Up
- ★★☆☆☆ & Up

Customers Say

- Great Pictures
- Easy to set Up
- Good Quality
- Good Value
- Great Tv

Brands

- TCL
- VIZIO
- Hisense
- Sony
- INSIGNIA
- Roku
- Amazon
- See more




Featured from Amazon brands

Results

Check each product page for other buying options.

Featured from Amazon brands ⓘ



Amazon Fire TV 50" 4-Series 4K UHD smart TV, stream live TV without cable
★★★★☆ ~ 37,413
2K+ bought in past month

Limited time deal

Display Size	Refresh Rate	Resolution	Model Year
50 inches	60 hertz	4K	2021

\$319⁹⁹ List: \$449.99
Amazon Music offer with this purchase

✓prime
FREE delivery Wed, May 29

Add to cart

Featured from Amazon brands ⓘ



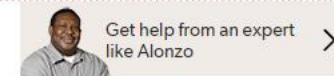
TCL 55-Inch Class S4 4K LED Smart TV with Fire TV (55S450F, 2023 Model), Dolby Vision HDR, Dolby Atmos, Alexa Built-in, Apple Airplay Compatibility, Streaming UHD Television, Black
Options: 3 sizes
★★★★☆ ~ 2,178



Search products

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- Car audio & video
- Home audio
- TVs & video
- Headphones & wireless
- Marine
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Get help from an expert like Alonzo

Home / TVs & video / TVs / 4K Ultra HD TVs

4K Ultra HD TVs

172 total items

- Sorted by Featured
- Explore articles & videos

Brand


- Furrion 10
- LG 31
- Samsung 90
- Sony 31
- SunBriteTV 10

Price Range

Min: \$390 Max: \$13000

Customer Rating

Best of 2024



LG OLED55C3PUA

C3 OLED evo Smart 4K UHD TV with HDR (55")

Item #: 68955C3P

In stock

- LG's improved OLED evo panel with Brightness Booster offers brilliant, colorful, high-contrast images
- supports 4K @ 120Hz, Variable Refresh Rate (VRR), and Auto Low Latency Mode (ALLM) for smooth, lag-free gaming
- built-in Google Assistant and Amazon Alexa voice assistants

★★★★★ 96 reviews

Free shipping

~~\$1,796.99~~
-\$500.00 Instant savings

\$1,296.99

[Add to cart](#)

Open Box: \$1,167.29
Scratch & Dent: \$1,108.93

Compare

Best of 2024



Samsung QN85QN90C

Smart Neo QLED 4K UHD TV with HDR (85")

Item #: 30585QN90C

In stock

★★★★★ 55 reviews

Free freight shipping

~~\$4,797.99~~
-\$2,600.00 Instant savings

\$2,197.99



What can we help you find?



The Mall
Johnson City, TN



My Account
Sign In



Father's Day Trending Now Home & Lifestyle Women Men Young Adult Baby & Kids Shoes & Accessories Jewelry Beauty & Salon Inspiration Sale

Memorial Day Home Sale

with coupon | select styles | Ends 5/27 *[Details](#)

up to **50% OFF** + **extra 30% OFF***

[Shop All Home](#)

[for the home](#) > [electronics](#) > tv & home theater

Home Theater System

Filter

47 results

Sort By: Featured ▾

OFF **Same Day Pickup**
The Mall [change](#)
Curbside Pickup Available

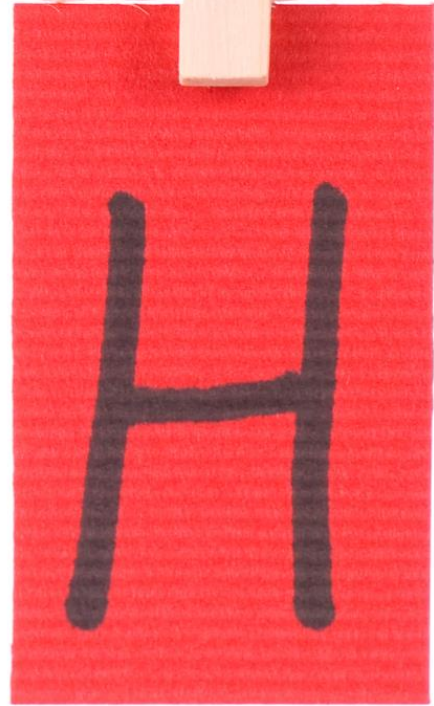
- + Item Type
- + Screen Size
- + Brand
- + Display Resolution
- + Features



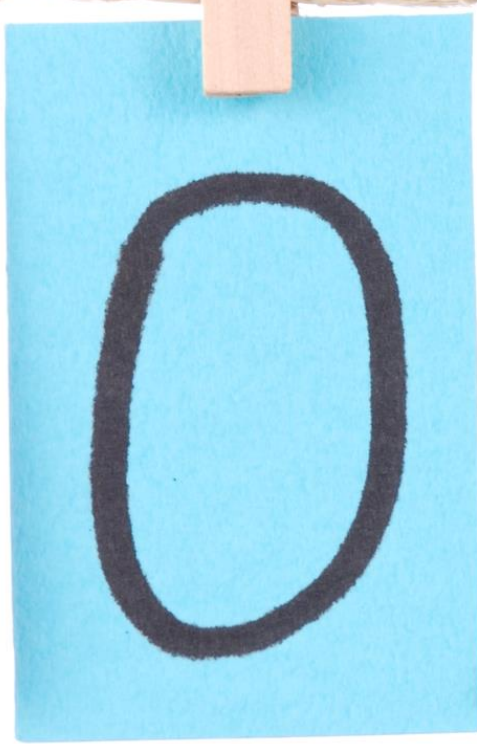
They Don't Look the Part



They Don't Even Come to Mind



H



O



W



?

DO WE LOOK THE PART

Your

Image

Matters





Flooded Office







Flooded Office





WHICH company would you hire to
clean your flooded office space?

Your

Image

Matters



What is the **historical**
image of IT companies?





GATEWAY 2000

USA
HARVESTORE
Spokane

GATEWAY
DESTINATION

COMPUTER SERVICES



SUITE C

Computer
Sales Repair

OPEN

!pc help
services, inc.

317.585.0500

Monday-Friday 8:00-5:00
Saturday 10:00-2:00
Sunday Closed

Computer Repair
Data Recovery
Virus Removal
Networking

We Fix
Computers

OPEN

Quality Ink
Refills

No Soliciting







LEVERAGE MANAGED PRINT SERVICES



What is the **typical** image
of an IT technician?





How does this **compare** to the
typical image of a dedicated
cyber security firm?



What is the typical image of an
advanced cyber security
expert?





#ITNation

W.O'DONNELL CONSULTING 

 IT NATION Secure

Your

Image

Matters





**Me,
Myself & Irene**
Cybersecurity Edition

LAUNCH A CYBER SECURITY ONLY WEBSITE



**BE CAREFUL, NEW WEBSITE
LAUNCHES CAN BE TRICKY**



HOW COULD LAUNCHING A NEW WEBSITE HURT ME?





**THINGS
TO
CONSIDER**

ADDING A NEW

WWW.YOURNEWDOMAIN.COM



DOMAIN NAME



Website Migration



STARTING
OVER



How to

get a

new

identity



HOW TO

Design
a logo
for your
brand.



NEW LOGO DESIGN

CHANGING POSITIONING

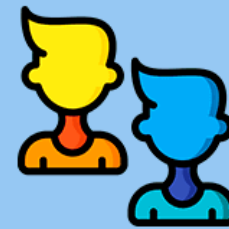
CATEGORY BASED



CONSUMER BASED



COMPETITOR BASED



BENEFIT



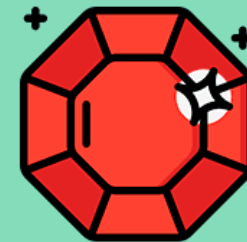
PRICE



ATTRIBUTE



PRESTIGE



MESSAGING





CASE STUDY EXAMPLES



1



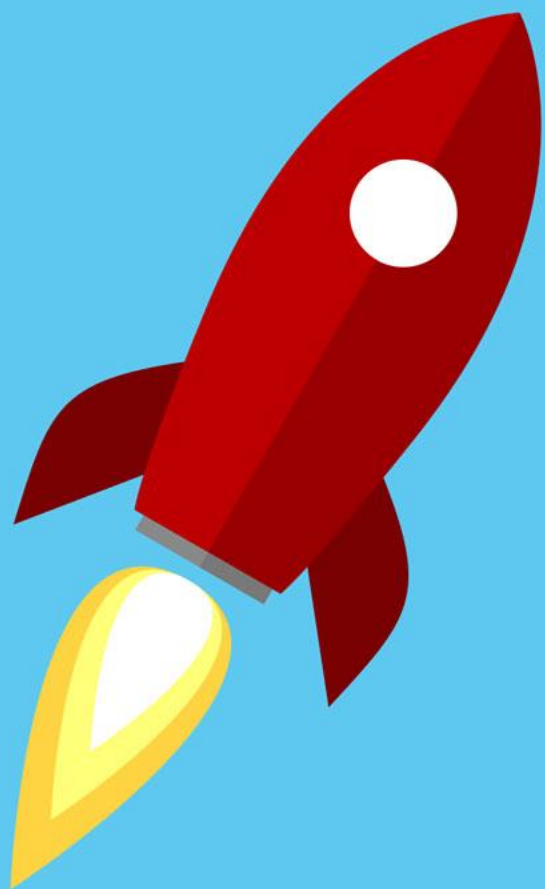
2



3

1 2 3

The image features three large, stylized numbers: a yellow '1', a blue '2', and a pink '3'. Each number is rendered with a thick black outline and a white highlight on its upper curve, giving it a 3D appearance. Between the '1' and '2', and between the '2' and '3', there is a small pink circle with a white center and a black shadow, positioned as if it is a dot or a small object. The entire composition is set against a solid light green background.



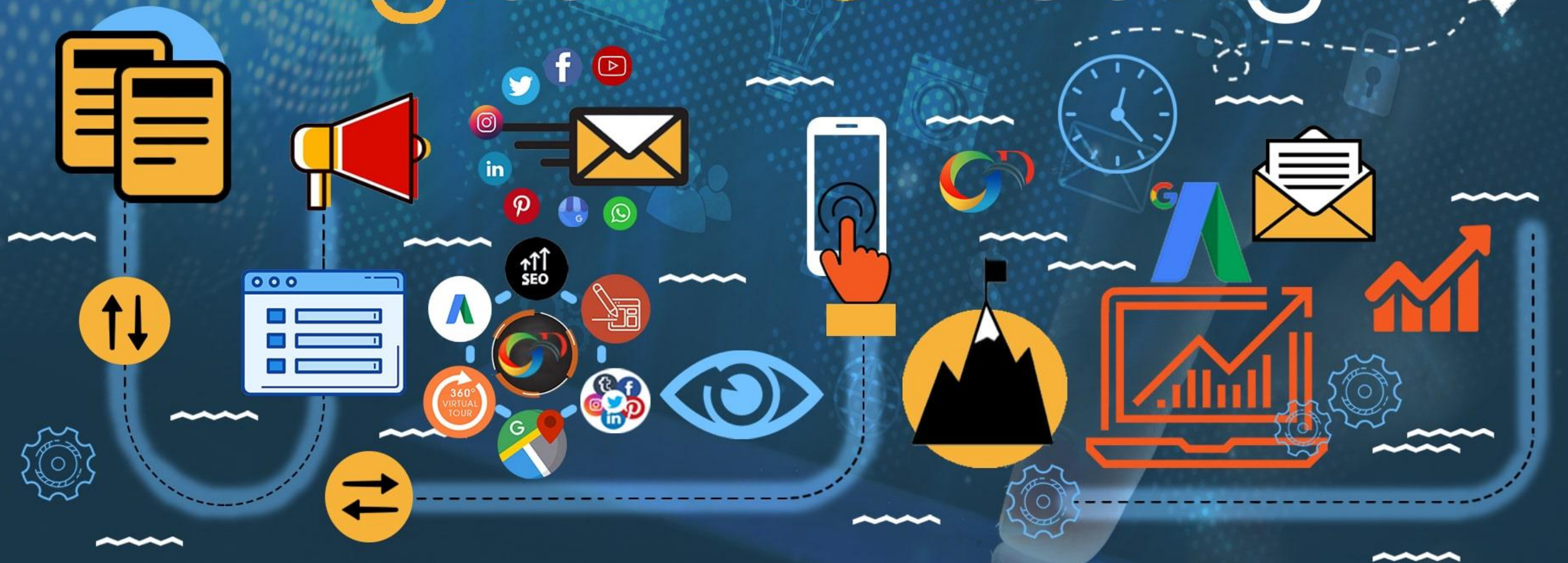
OUR NEW WEBSITE HAS
LAUNCHED

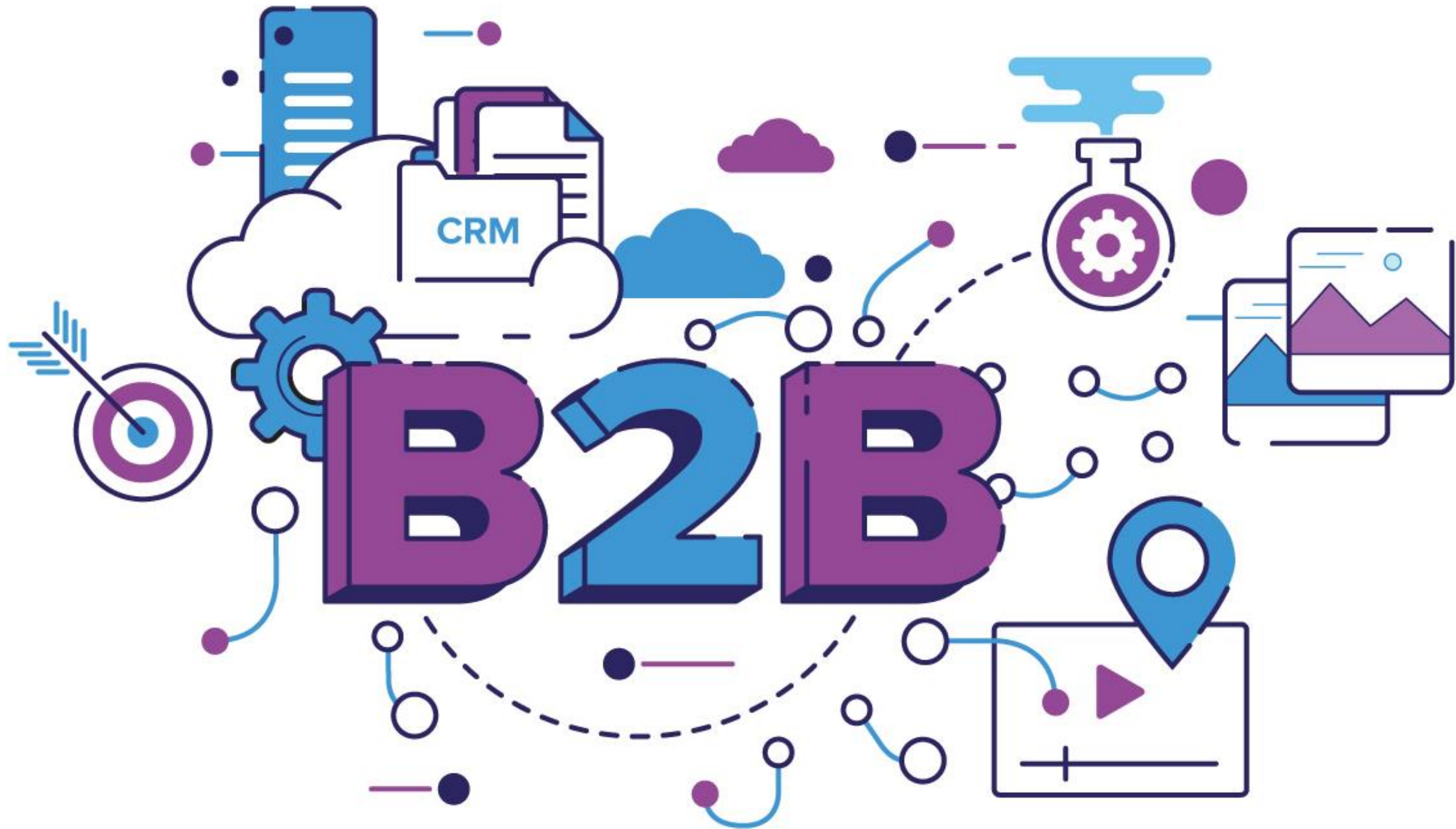


NOW WE WANT

LEADS

Digital Marketing



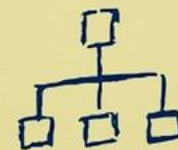


ONPAGE
OFFPAGE

CONTENT



SITE
ARCHITECTURE



TRAFFIC

★★★★
RANKING

INDEXING
KEYWORDS



◀◀◀◀:::
BACKLINKS

SEARCH ENGINE OPTIMIZATION

SEARCH ENGINE OPTIMIZATION

★★★★★



What is SEO?

About 69,100,000 results (0.71 seconds)

Ad · <https://www.invicti.com/> ⋮

Penetration Testing Services - The #1 Vulnerability Scanner

Get reliable results you can trust with our Proof-Based Scanning technology. Learn more!

Invicti Pricing

Secure Your Website. Combined DAST + IAST Scan Results.

Scan For Vulnerabilities

Scan your website for SQLi & XSS vulnerabilities. Get a demo!

Web Vulnerability Scanner

Detect 8,700+ Vulnerabilities. Combined DAST + IAST Scanner.

AppSec Indicator Report

Cover your AST with DAST Tune out the AppSec Noise.

Ad · <https://www.secureworks.com/services/pen-testing> ⋮

Penetration Testing Services - External Penetration Testing

A Provider of Internal, External, and Wireless **Penetration Testing** - Request a Quote Today**Ad** · <https://services.frsecure.com/pentest> ⋮

Cyber Penetration Testing - Network Pentest

Top-Tier Security Experts to Identify Existing Security Weaknesses. Hire our...

<https://www.halock.com> › [penetration-testing-in-chicago](#) ⋮

Penetration Testing in Chicago - HALOCK Reasonable Security

For over two decades, HALOCK has conducted thousands of successful **penetration tests** for companies of all sizes, across all industries.<https://beachfleischman.com> › [network-penetration-testi...](#) ⋮

Network Penetration Testing – Chicago (IL) - BeachFleischman

Chicago Penetration Testing Experience ... BeachFleischman provides **penetration testing** and cybersecurity services to companies in **Chicago** and across Illinois.

People also ask ⋮

- How much does a network penetration test cost? ▾
- Is there a demand for Pentesters? ▾
- What are the 3 types of penetration testing? ▾
- Is penetration testing illegal? ▾

Feedback

<https://www.infiniwiz.com> › Areas We Serve ▾

Chicago, IL Network Penetration Testing Services Company | Infiniwiz

We provide **network penetration testing** to companies in the **Chicago, IL** area. Our **network penetration testing** services are invaluable to identifying and ...

<https://ocd-tech.com> › network-penetration-testing-chic... ▾

Chicago Network Penetration Testing | Net Pen Testing Illinois

Learn about the **network penetration testing** services offered to companies and organizations in **Chicago** and across Illinois.

<https://chicago-computer-forensics.com> › penetration-te... ▾

Network Penetration Tests in Chicago

Local **Chicago** providers of complete **penetration testing** services - internal, external, social engineering. Get compliant to PCI, NIST, NYDFS, HIPAA, etc.

<https://truedigitalsecurity.com> › Areas We Serve ▾

Network Penetration Testing Company in Chicago, IL | True Digital

...

We specialize in **network penetration testing** in **Chicago, IL**. With TRUE's Boardroom-Ready and Audit-Ready **Penetration Tests**, you can sleep easy knowing your ...

<https://www.anetworks.com> › chicago-il › offerings › n... ▾

Network Penetration Testing Services - Chicago, IL - aNetworks

aNetworks in **Chicago, IL**, provides **network penetration testing** services to businesses looking to identify security vulnerabilities in their **network**, ...

<http://www.xervant.com> › penetration-testing › illinois ▾

Penetration Testing in Chicago, IL - Xervant Cyber Security

Network penetration tests designed to test your **Chicago, IL** based **network** from three vantage

Penetration Testing In Chicago | Schedule Free Consultation W

Jun 28, 2021 — ExcalTech provides **penetration testing** and **network security** services for large to small companies in **Chicago**. Call For free consultation ...

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Triaxiom Security - Network Penetration Testing

Network Penetration Testing For Real World Threats By Certified Experts.

Ad · <https://www.pratum.com/>

Network Pen Testing Services - Is Your Network Safe?

Discover Data Vulnerabilities & Protect Your **Network** With A **Penetration Test** From Pratum.

Thorough Reports & Actionable Recommendations From Our **Network Pen Testing** Experts.

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Ad · <https://www.defense.com/infrastructure/pentesting>

Infrastructure Pen Testing - Penetration Tests from \$995

Our comprehensive reports detail our findings, including remediation advice and guidance. All

penetration tests can be handled remotely in a flexible and simple way for customers.

Comprehensive Analysis. PCI DSS v3.2 Level 1. CREST Certified. ISO 27001 Certified.

Related searches

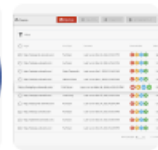
Network penetration testing tools



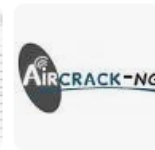
Metasploit Project



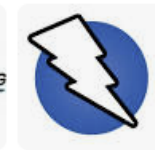
Wireshark



Vulnerability scanner



Aircrack-ng



OWASP ZAP



w3af

See more →

Feedback



network penetration testing companies



network penetration testing jobs

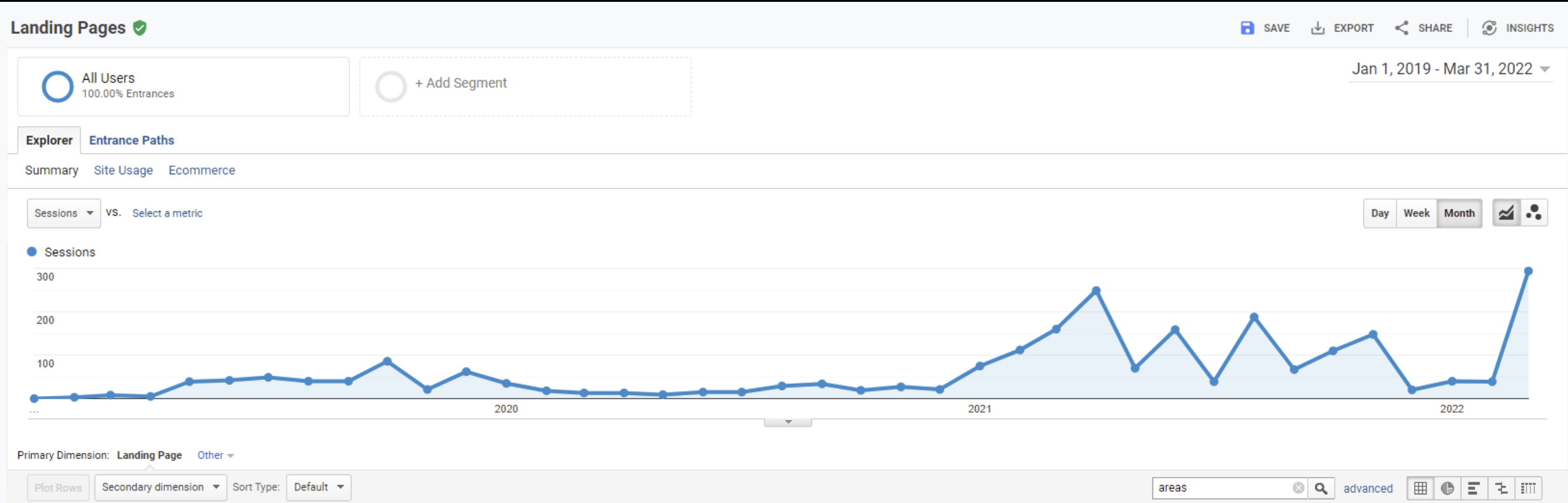
network penetration testing

network penetration testing

Why SEO?

20:1

Cincinnati Metro



Central Virginia

Landing Pages ✓

[SAVE](#) [EXPORT](#) [SHARE](#) [INSIGHTS](#)

○ All Users
100.00% Entrances



○ + Add Segment

Jun 1, 2020 - Mar 31, 2022 ▼

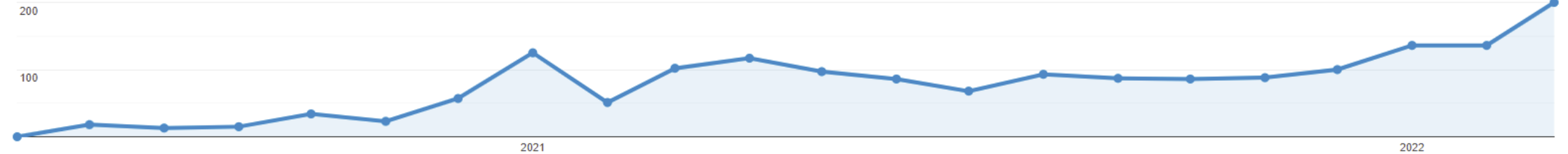
Explorer Entrance Paths

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Sessions ▼ VS. Select a metric







Day Week Month  

● Sessions



Primary Dimension: Landing Page Other ▼

Plot Rows Secondary dimension ▼ Sort Type: Default ▼

areas   advanced    

DC Metro

Landing Pages ✓

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All Users
100.00% Entrances



+ Add Segment

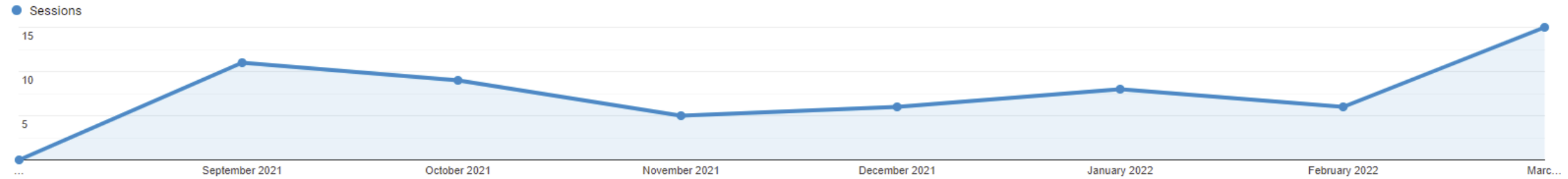
Aug 1, 2021 - Mar 31, 2022 ▼

Explorer Entrance Paths

Summary Site Usage Ecommerce





Sessions ▼ VS. [Select a metric](#)

Day Week Month  



Primary Dimension: [Landing Page](#) [Other](#) ▼

Plot Rows Secondary dimension ▼ Sort Type: [Default](#) ▼

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Central Oklahoma

Landing Pages ✓

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All Users
100.00% Entrances



+ Add Segment

Nov 1, 2016 - Mar 31, 2022 ▼

Explorer **Entrance Paths**

[Summary](#) [Site Usage](#) [Goal Set 1](#) [Ecommerce](#)

Sessions ▼ VS. [Select a metric](#)

[Day](#) [Week](#) [Month](#)  

Sessions







100

50

2017 2018 2019 2020 2021 2022

Primary Dimension: [Landing Page](#) [Other](#) ▼

[Plot Rows](#) [Secondary dimension](#) ▼ Sort Type: [Default](#) ▼

areas   [advanced](#)    

Central Florida

Landing Pages ✓

SAVE EXPORT SHARE INSIGHTS

○ All Users
100.00% Entrances



○ + Add Segment

Feb 1, 2017 - Mar 31, 2022 ▼

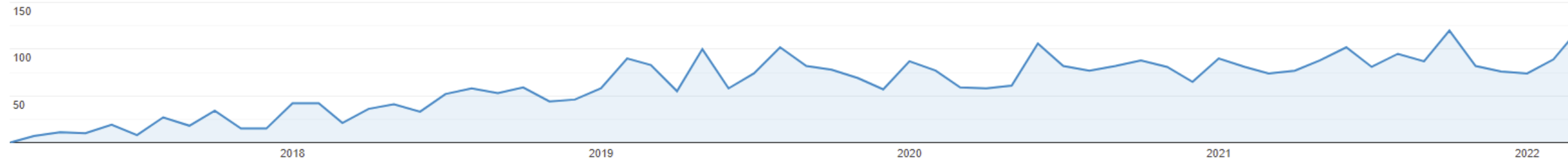
Explorer **Entrance Paths**

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Sessions ▼ VS. Select a metric






Day Week Month  

● Sessions



Primary Dimension: Landing Page Other ▼

Plot Rows Secondary dimension ▼ Sort Type: Default ▼

areas × 🔍 advanced     

SEO is the winner.

How Google Actually Works



How does

Google

decide who ranks first?

Authority

Relevance

#ITNation

W.O'DONNELL CONSULTING



IT NATION Secure

Authority

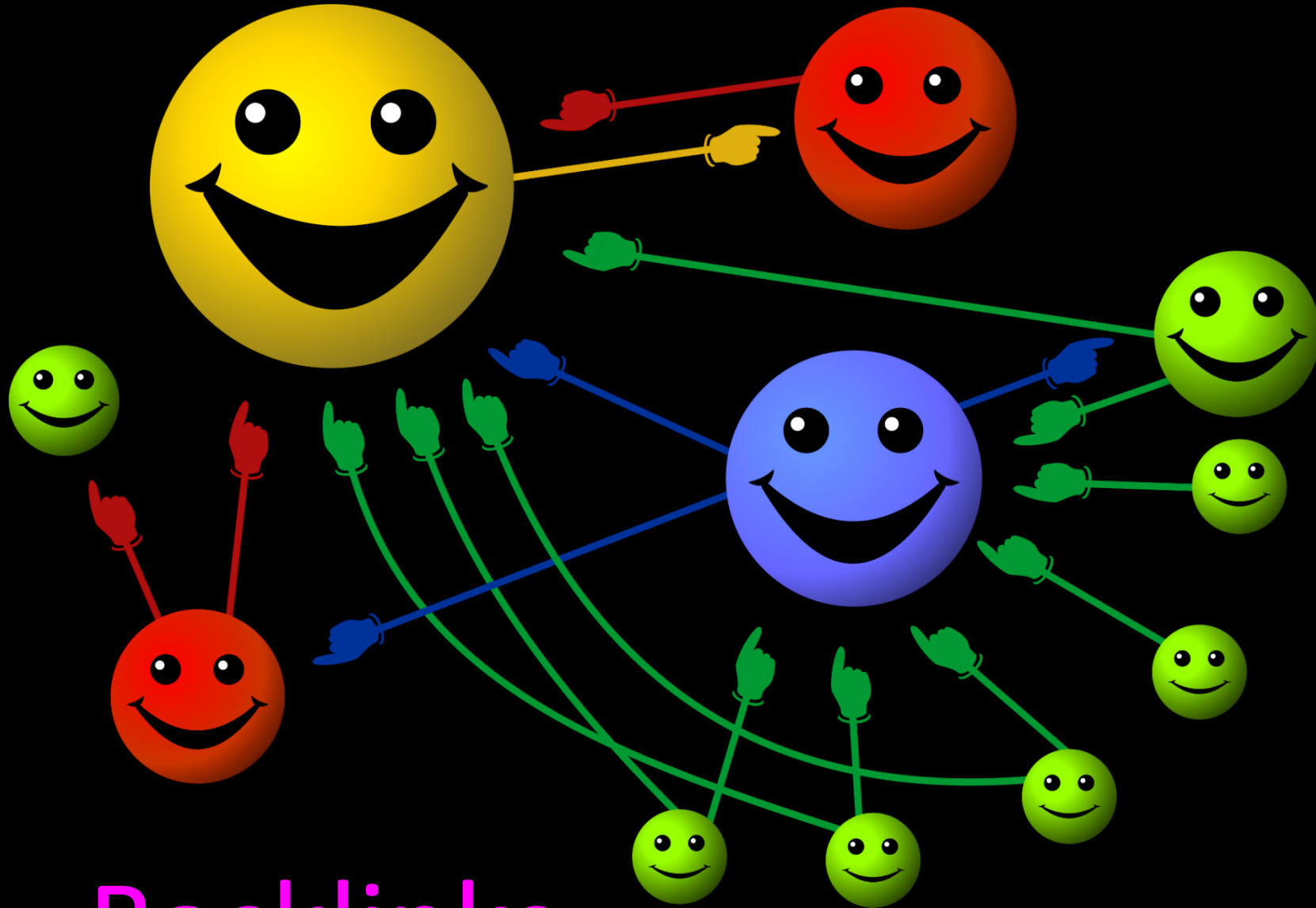
Are you a trusted source?

Do you address the search?

Relevance



How do I become
an authority?



Backlinks

G

L

O

I

O

N

D

K

1 Authority

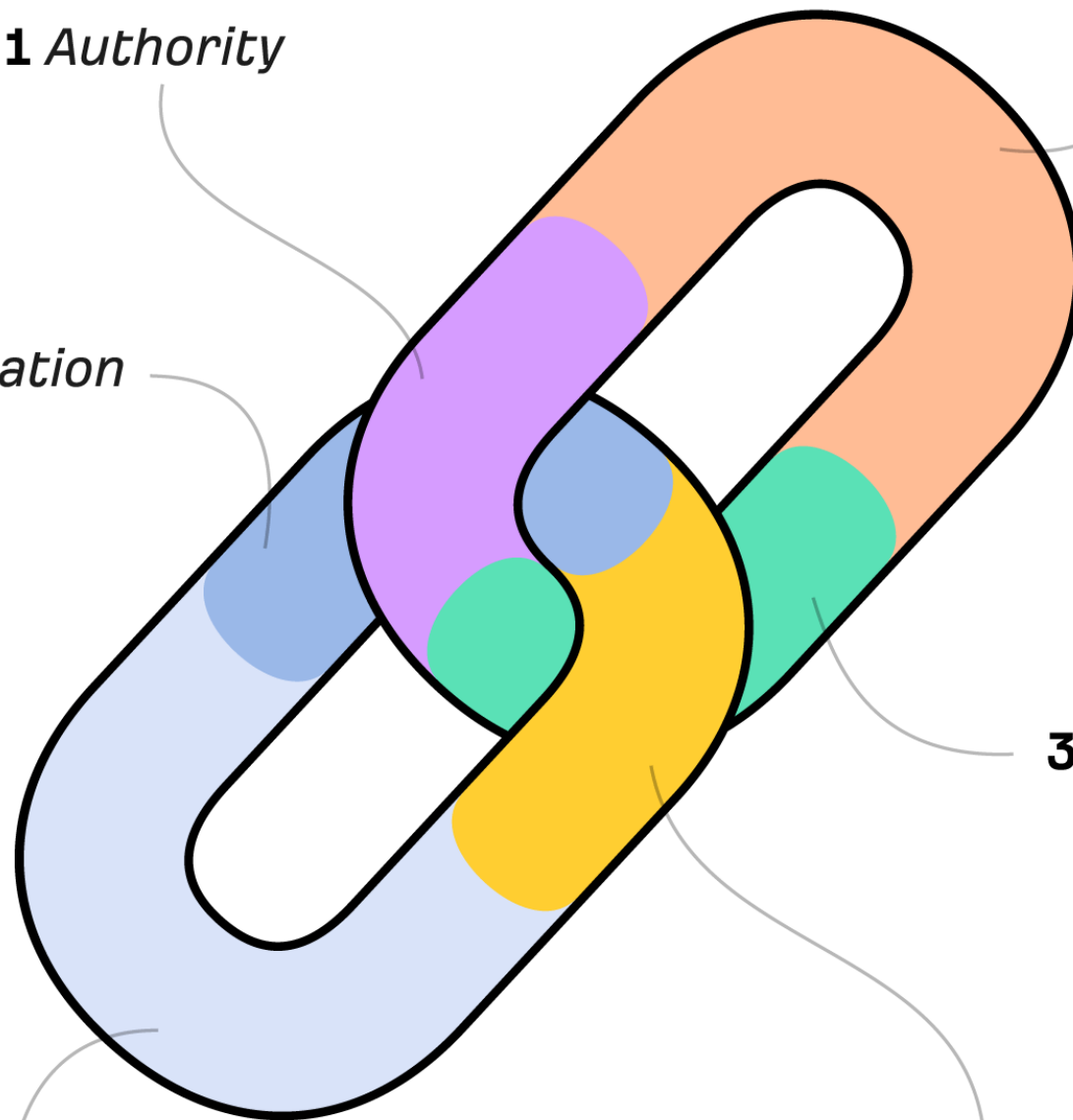
2 Relevance

6 Destination

3 Anchor text

5 Placement

4 Follow vs. nofollow



How do I become
relevant?

CONTENT





COMPUTER

DESIGN
PROTECTION

DEFECTS

SYSTEM

CYBER

BASED
USED

STATES

INTRUSION

NEW
SITE

TECHNOLOGY

MAIN INFRASTRUCTURE

DEFENSE
INTERNATIONAL
COMPROMISED

POWER
LEVEL
WELL
LOSS

PROTECTING

COMPUTERS

BILL

PROTECT

HOUSE
INCLUDE
SERVICES

PRIMARY

INFORMATION

SECURE

ASSURANCE

SYSTEMS

MANY
ACT DATA
ACCESS

WORLD

SECURITY

AIR

ISSUES
LEVELS

LEGAL

PROBLEM ENSURE

CODE
HIGH
USING
CENTER

NETWORK
UNITED

NATIONAL
MANAGEMENT
INTERNET
ORDER
PROVIDE

SEGMENTS
CODING

TECHNIQUES

CYBERSECURITY

NEEDED

SOFTWARE

USE
COMMUNICATIONS

APPLICATION

CAPABILITIES
ATTACK

HARDWARE

FILES

ENGINEERING

ARTICLE

CONTROL

ANOTHER

COMMON
NETWORKS
DESIGNED

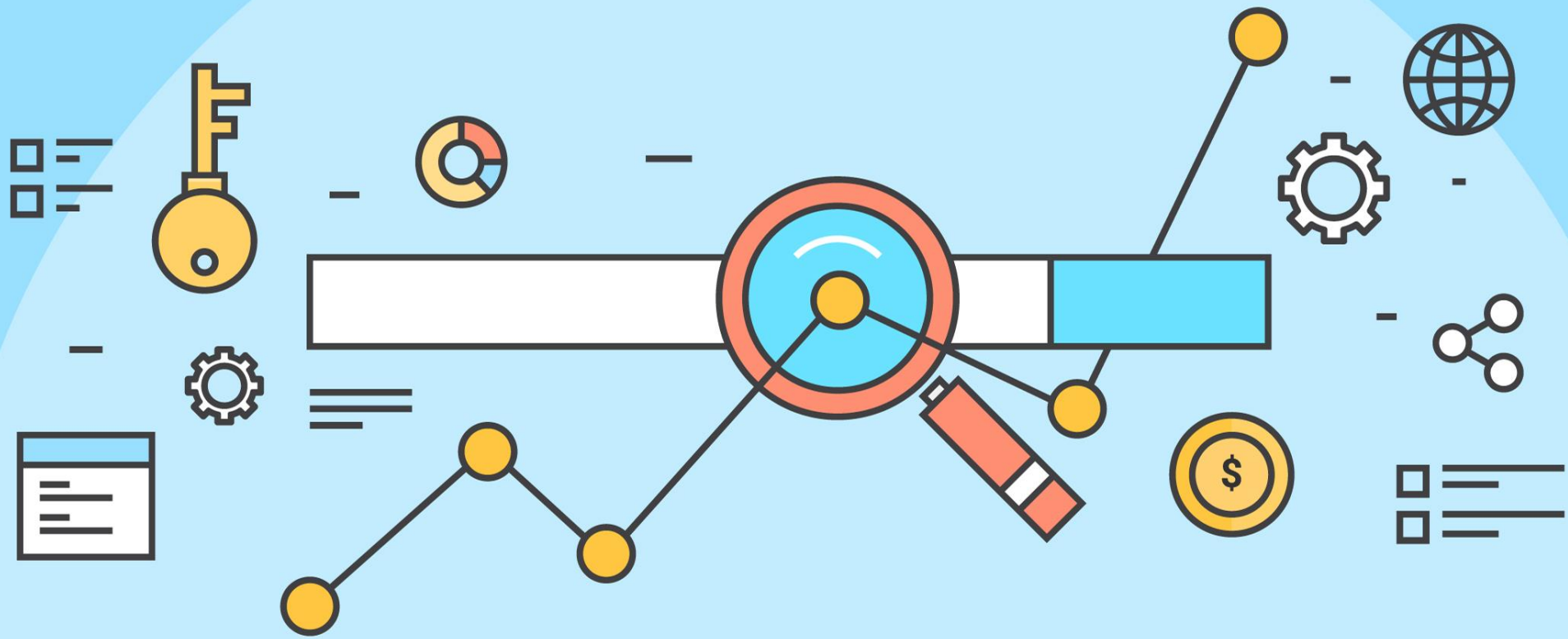
VULNERABILITIES

KNOWN
CYBERCRIME
CRITICAL
CONNECTED
POLICY

GOVERNMENT

ONE

KEYWORD RESEARCH



Reasons That Drive Cybersecurity Searches

Technology (2FA, Firewall, Anti-Virus, etc.)

1

Industry Compliance (HIPAA, PCI, SOX, CMMC, etc.)

2

Cyber Insurance Requirement (Lower Premiums / Qualify)

3

Response to Incident (They got hacked or someone they know did)

4

Create Phrase List

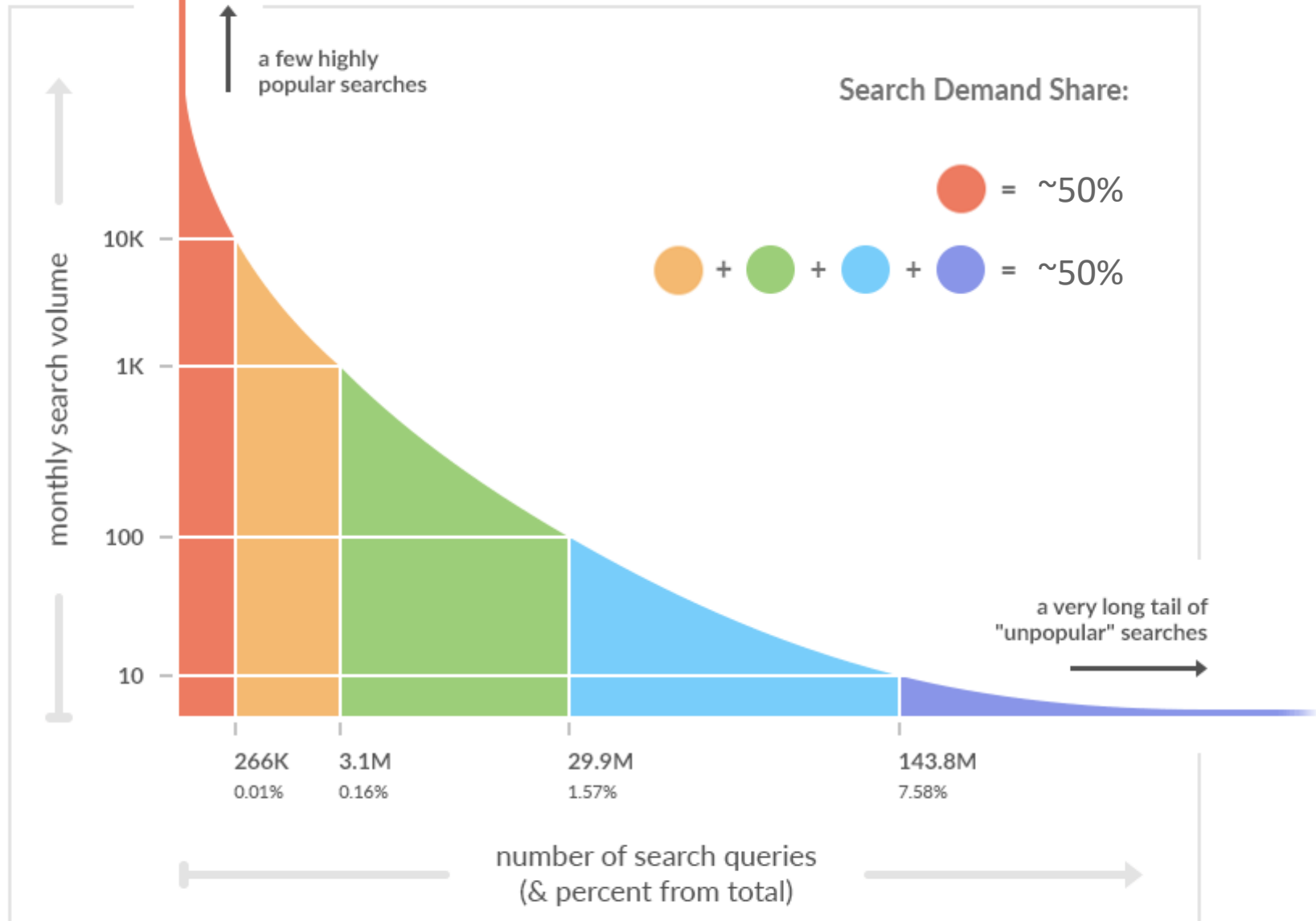




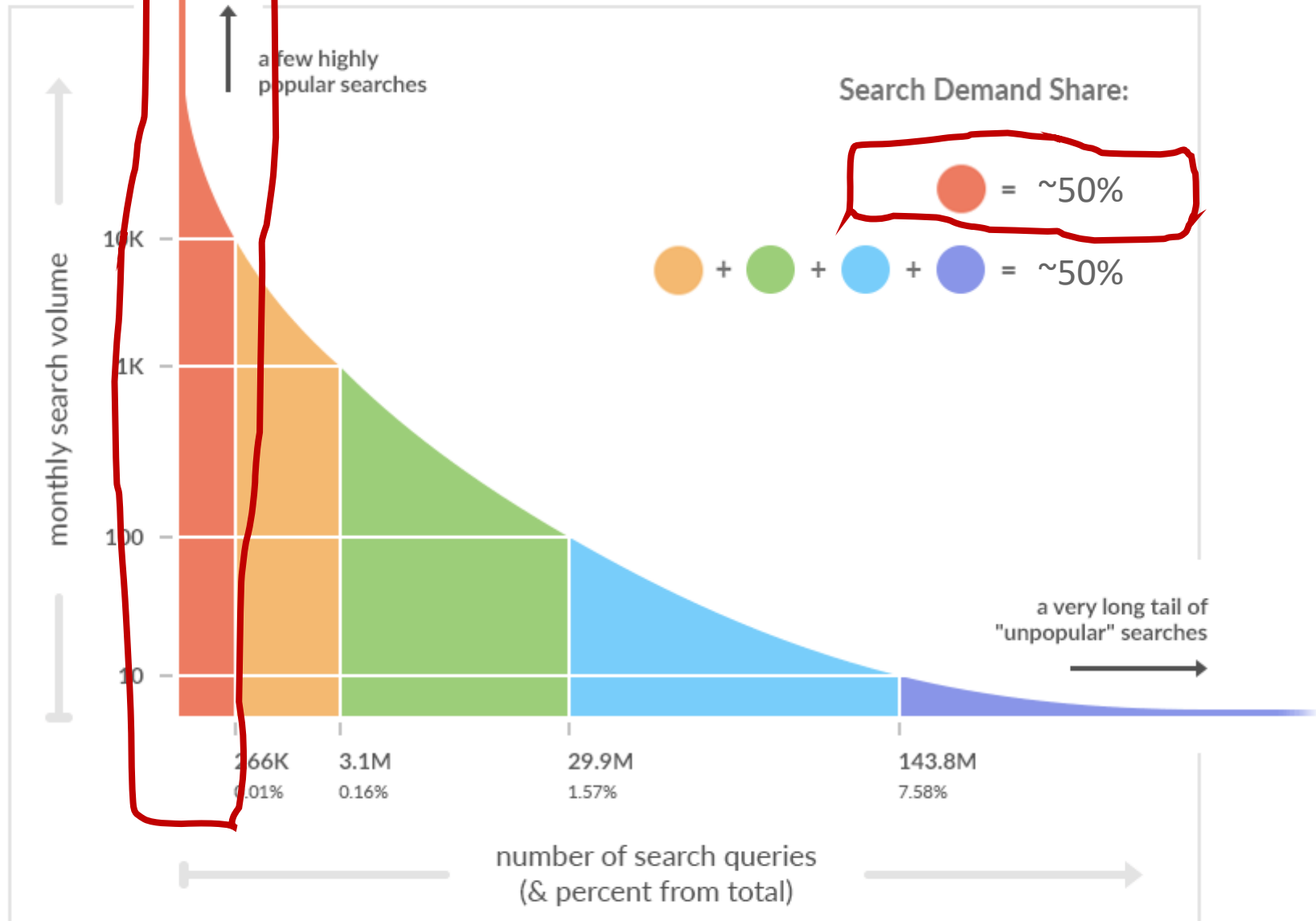
MOST PEOPLE

WORDS BY MICHAEL LEANNAH PICTURES BY J. E. MORRIS

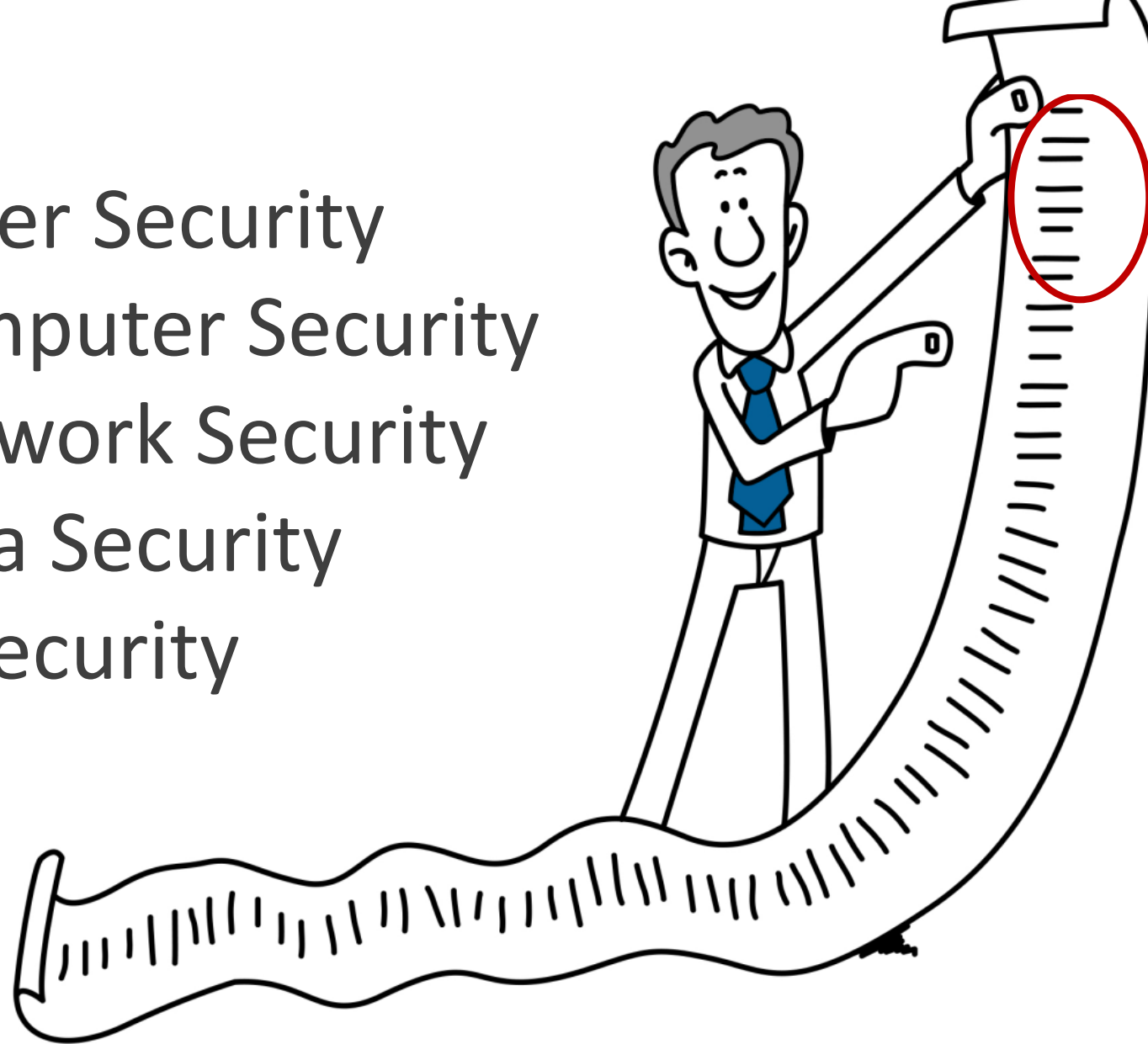
The Search Demand Curve



The Search Demand Curve



1. Cyber Security
2. Computer Security
3. Network Security
4. Data Security
5. IT Security



It's

EASY





MISTAKE!

MISTAKE!

MISTAKE!

AVOID



MISTAKE!

MISTAKE!

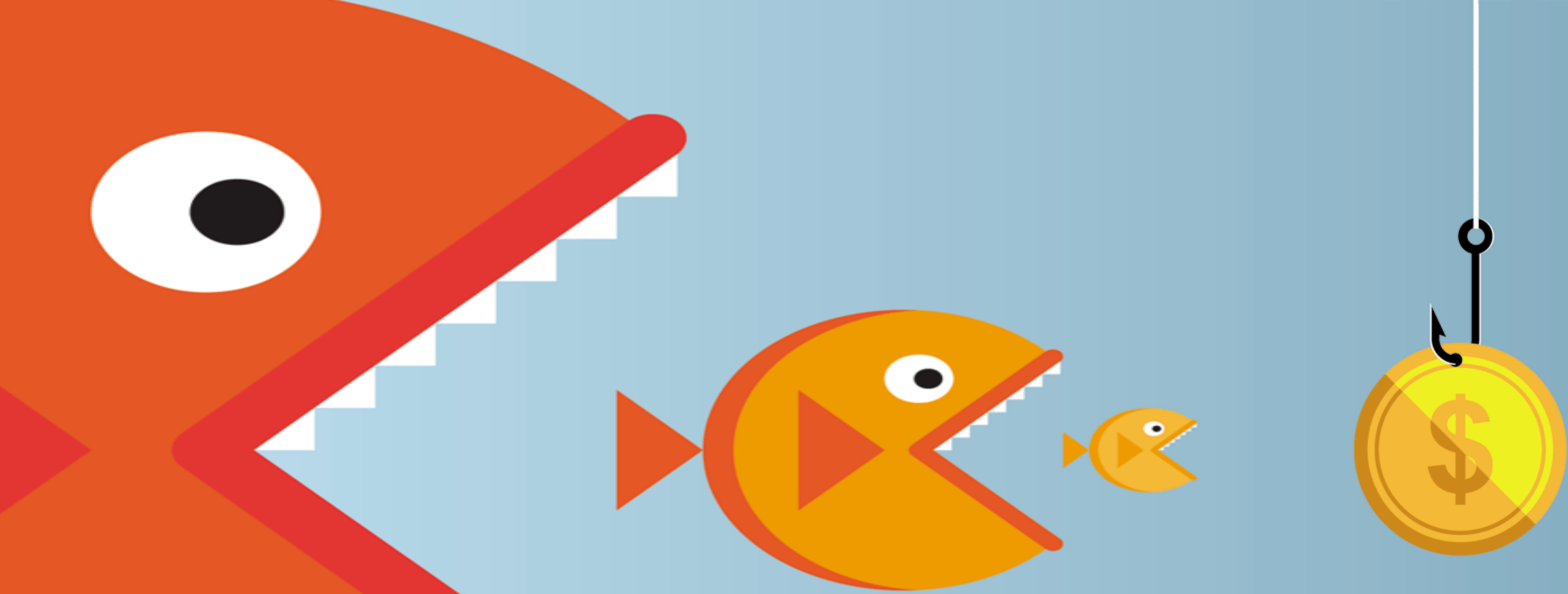


EVERYONE

DOES IT

EVERYONE

DOES IT



Impossibly
Competitive

How Competitive?





cyber security company new york



All News Images Maps Videos More Tools

About 76,400,000 results (0.53 seconds)

Businesses

Rating

Hours

Partners in Regulatory Compliance - N...

5.0 ★★★★★ (4) · Computer security service

3+ years in business · 845 3rd Ave · In Conna...

Open · Closes 5:30PM

"PIRC has been handling our firms data security review since their inception."



Website



Directions

Vumetric Cybersecurity - New York

No reviews · Computer security service

1177 6th Ave 5th Floor · Near Times Square · ...

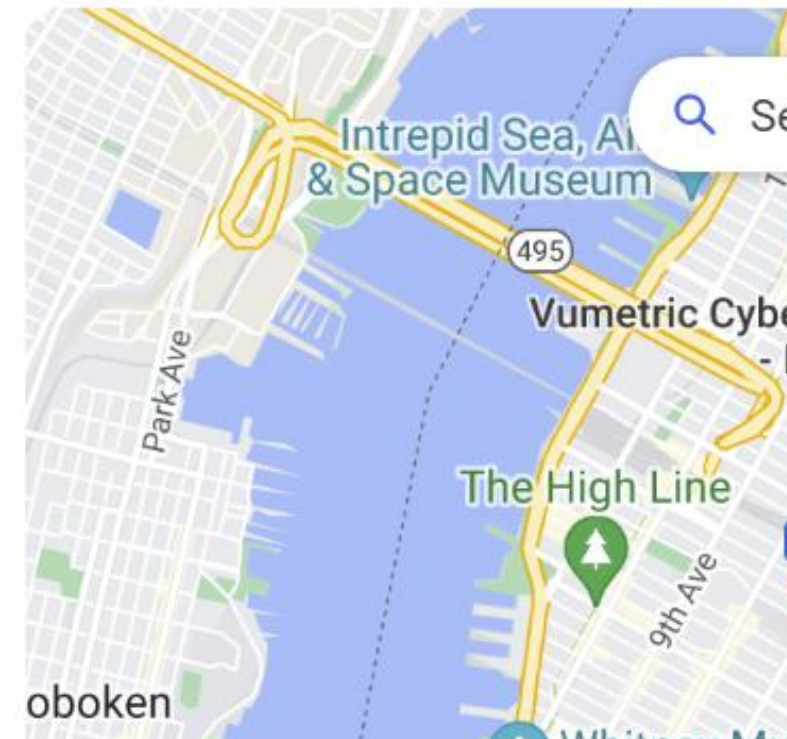
Open · Closes 5PM



Website



Directions





data security atlanta



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About 111,000,000 results (0.56 seconds)

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14 Cybersecurity Companies In Atlanta To Know | Built In



IT security chicago



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About 679,000,000 results (0.50 seconds)

<https://cybersecuritysummit.com> › summit › chicago22

Chicago - The Official Cyber Security Summit

The Seventh Annual **Chicago Cyber Security** Summit returns In-Person and Virtually Live-Streamed as it connects C-Suite & Senior Executives responsible for ...

<https://www.indeed.com> › q-Cyber-Security-l-Chicago,-...

Cyber Security jobs in Chicago, IL - Indeed

872 **Cyber Security** jobs available in **Chicago**, IL on Indeed.com. Apply to **IT Security** Specialist, Identity Manager, Risk Manager and more!

<https://www.chicago.gov> › city › depts › dgs › supp_info

Information Security Office - City of Chicago

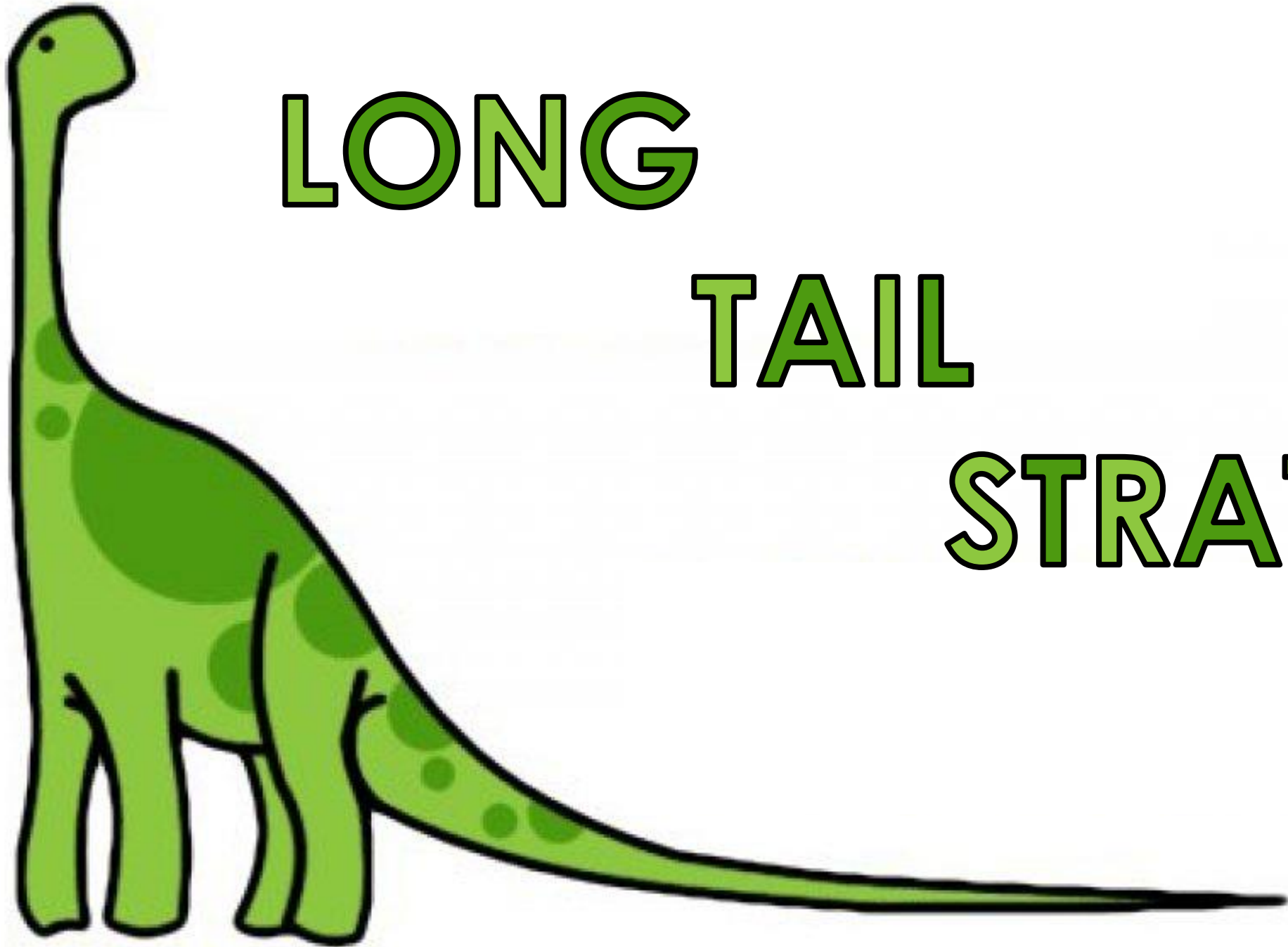




WORLD WAR

A Better Strategy...



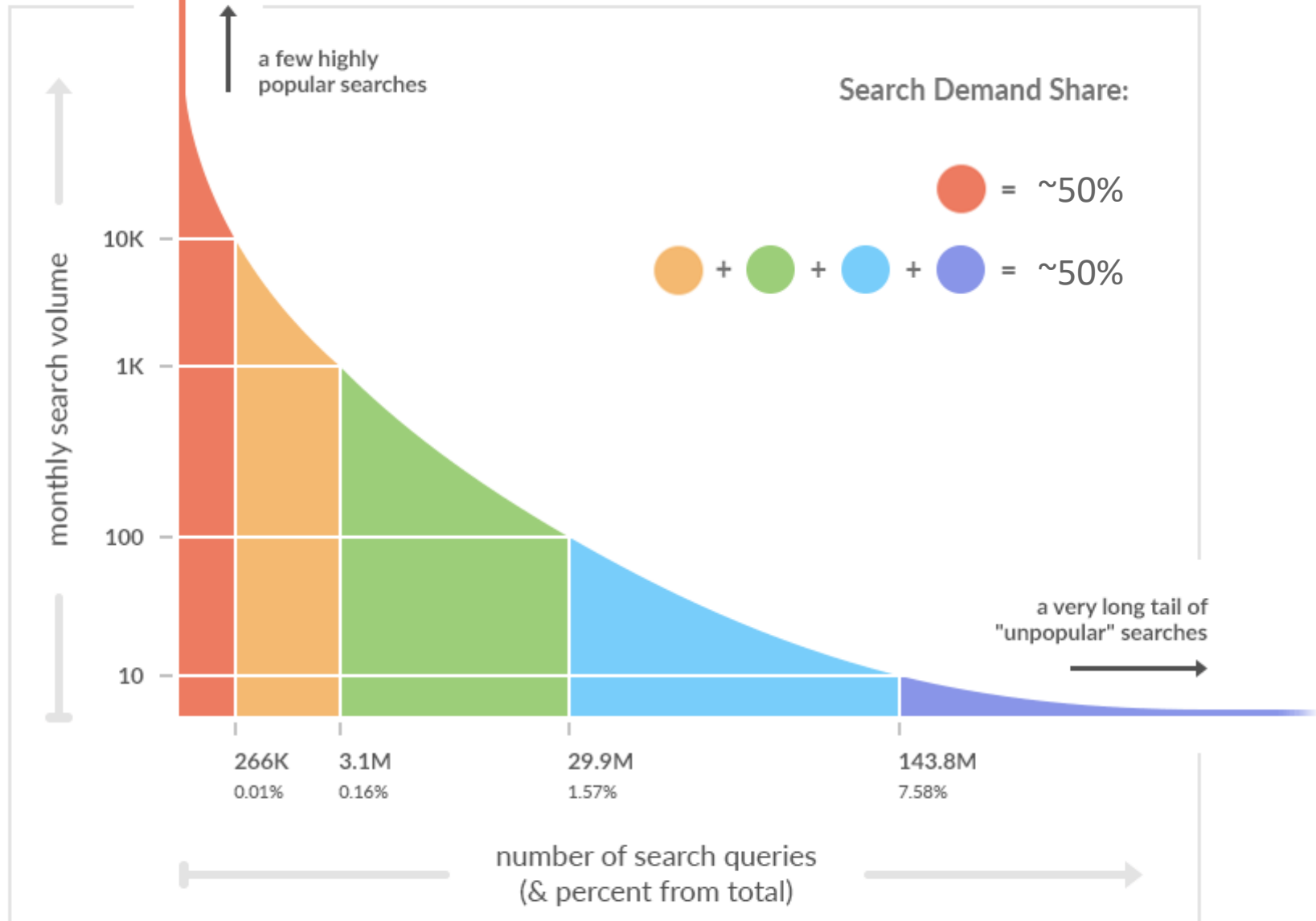


LONG

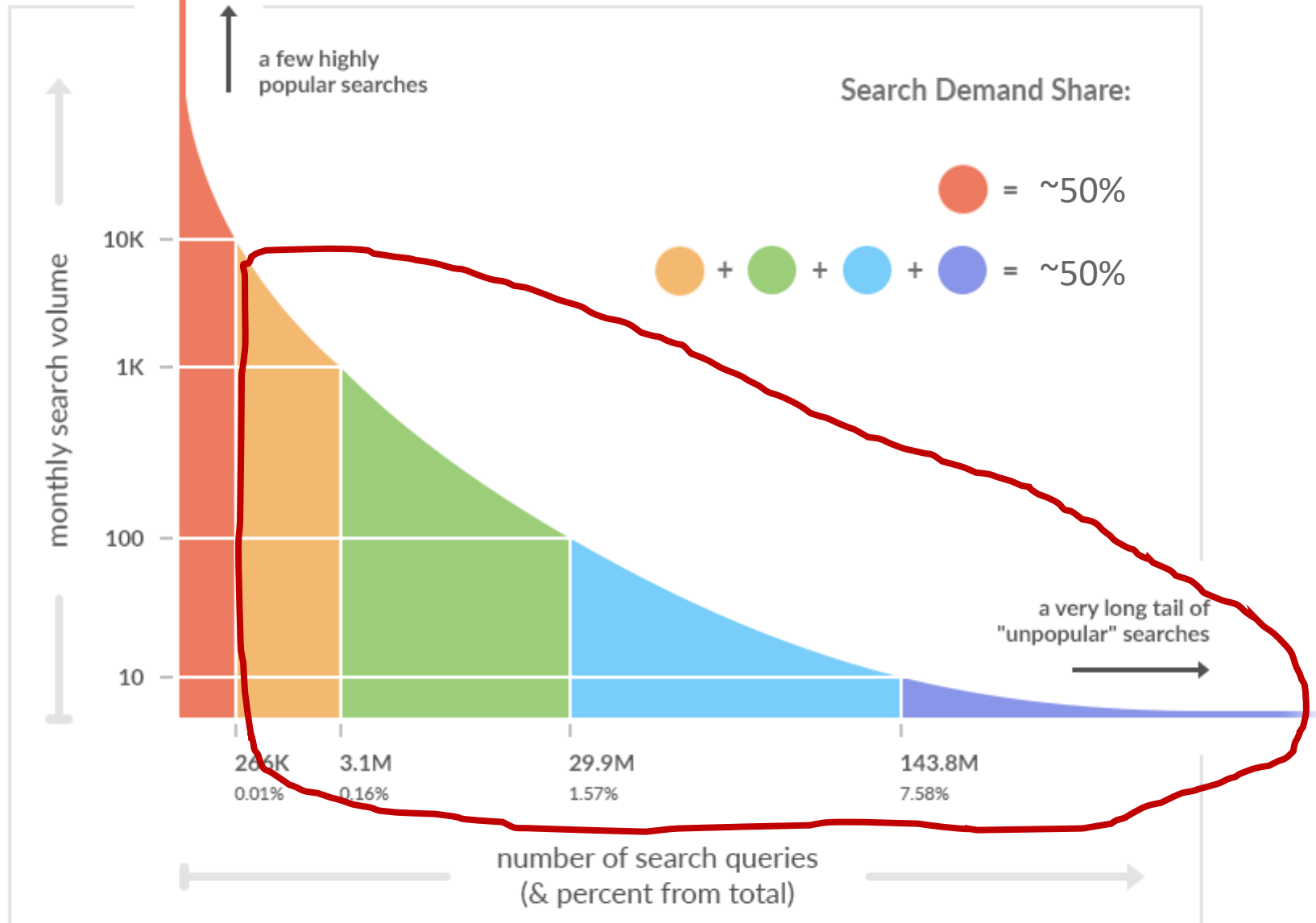
TAIL

STRATEGY

The Search Demand Curve



The Search Demand Curve



Long-Tail Keywords



LONG TAIL KEYWORDS

COMPETITION



LOW

There are a limited amount of people creating content about the same topic. Therefore, you're likely to win the traffic.

FOCUS



HIGH

Traffic will include people who are looking for what is included on your website.

COST



LOW

There are less people bidding for a long tail keyword. When users search for short tail keywords, yours won't show.

CONVERSION



HIGH

This traffic has done their research and is ready to convert. While traffic is lower, a higher percentage will convert.



1



HUGE



PROBLEM

LONG TAIL KEYWORDS

COMPETITION



LOW

There are a limited amount of people creating content about the same topic. Therefore, you're likely to win the traffic.

FOCUS



HIGH

Traffic will include people who are looking for what is included on your website.

COST



LOW

There are less people bidding for a long tail keyword. When users search for short tail keywords, yours won't show.

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LONG TAIL KEYWORDS

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Traffic will include people who are looking for what is included on your website.

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LOW

There are less people bidding for a long tail keyword. When users search for short tail keywords, yours won't show.

CONVERSION



HIGH

This traffic has done their research and is ready to convert. While traffic is lower, a higher percentage will convert.

VOLUME



LOW

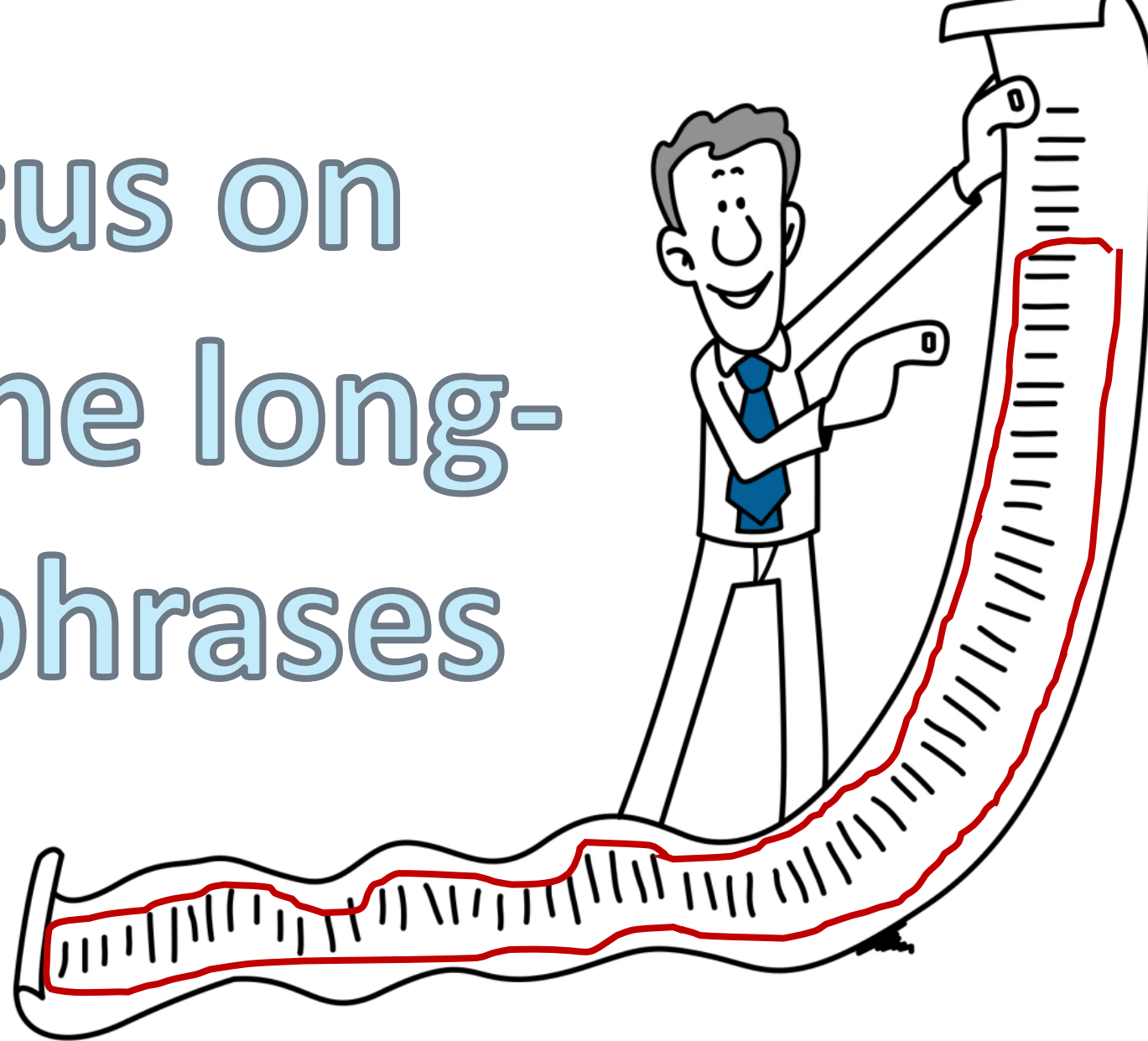
Limited traffic since you're targeting a specific customer with specific content.



SOLUTION



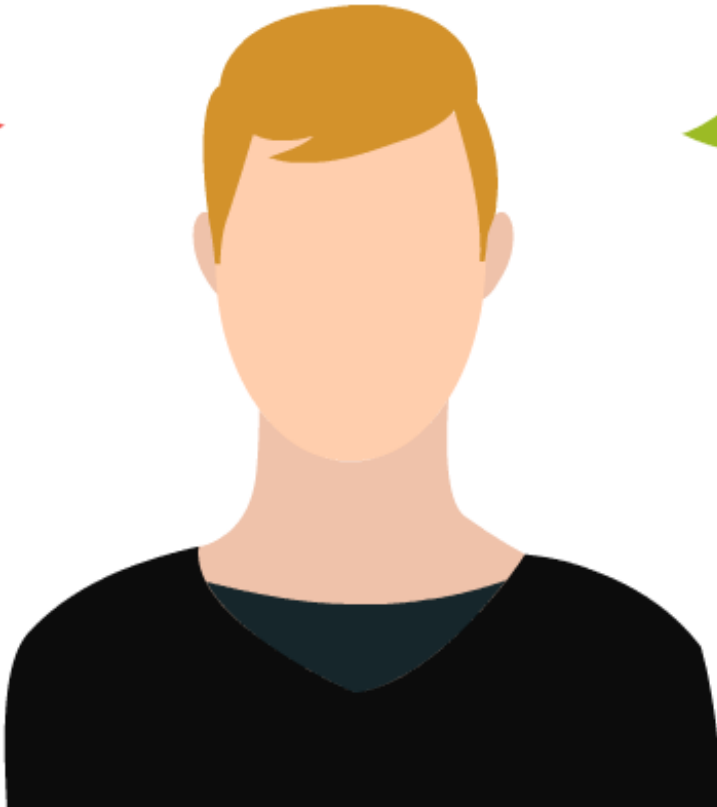
Focus on ALL the long- tail phrases



So,
how

many

are
there?



1

bazillion

(give or take)

Search Reason + Variations + Location

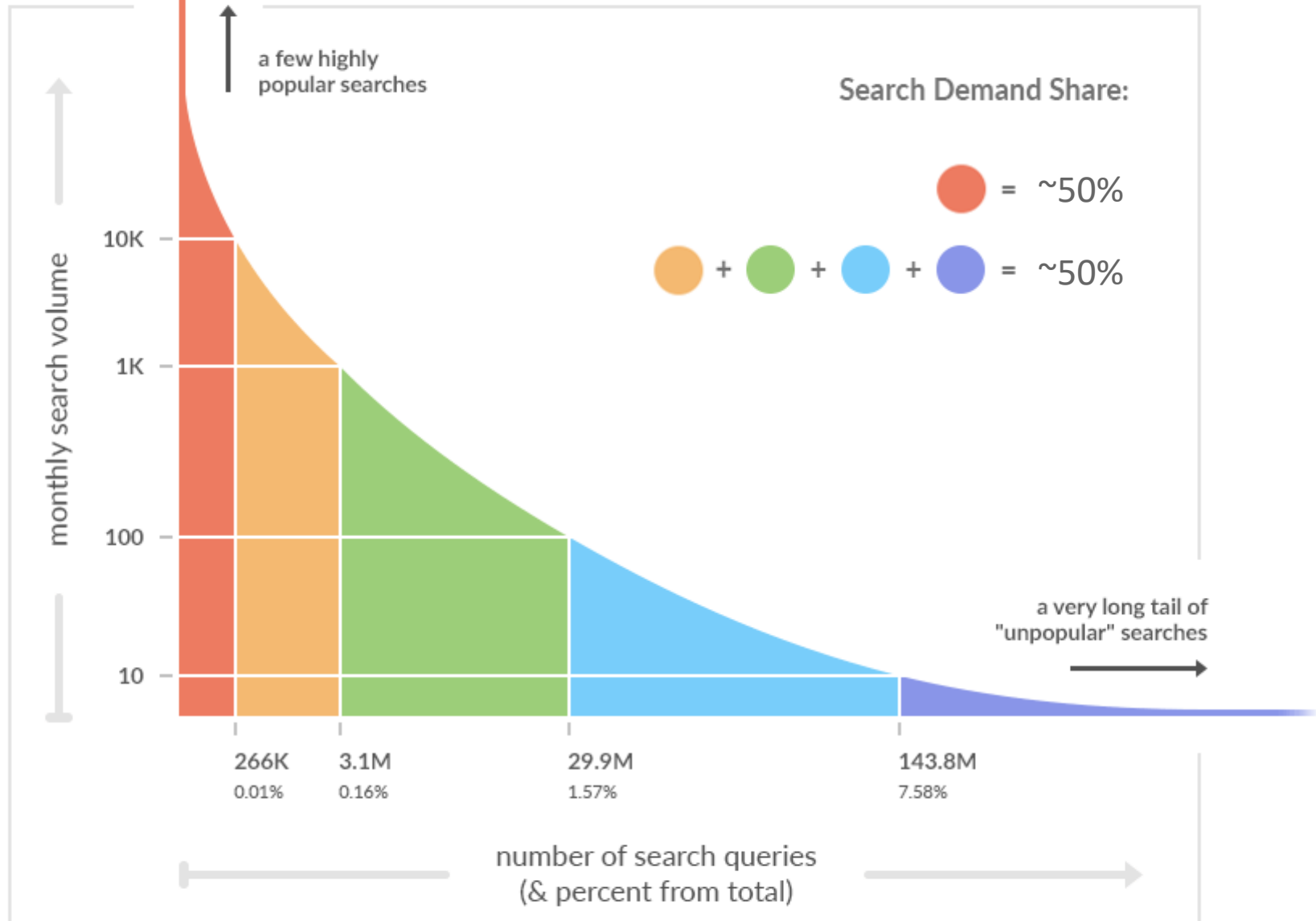
- CMMC compliance company Orlando
- CMMC compliance consultant Tampa
- HIPAA compliance technology consulting Topeka
- 2FA solutions Knoxville
- Managed firewall service Chicago
- Sophos partner Newark
- Network data protection experts Minneapolis
- Data exfiltration prevention company Raleigh
- Network penetration testing services San Diego
- Vulnerability assessments Detroit
- Cyber insurance assessment help Charlotte
- and on and on and on...



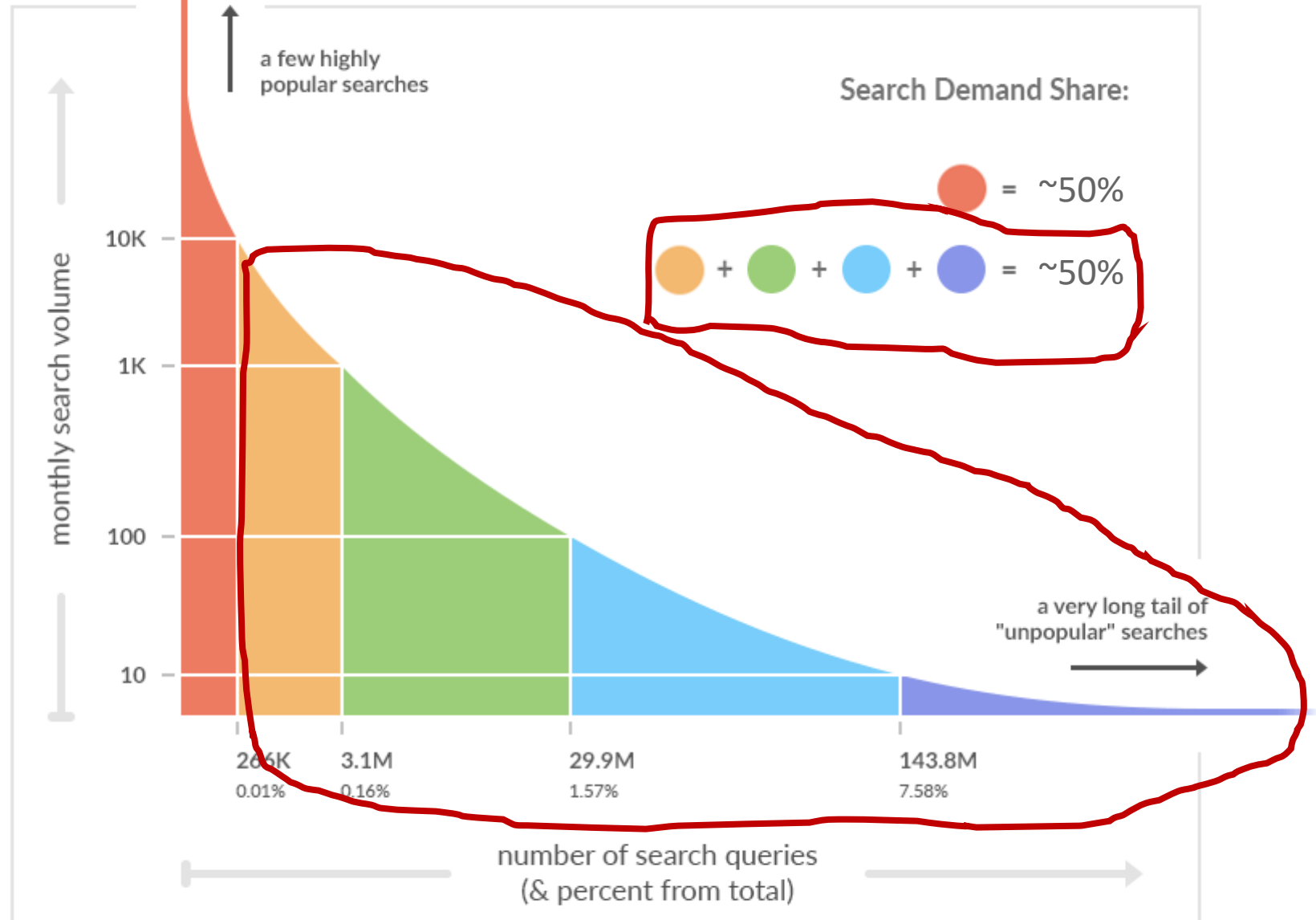
A woman with short blonde hair and glasses, wearing a blue blazer over a white top, sits at a wooden desk. She is surrounded by a massive, chaotic sea of papers, documents, and sticky notes that reach up to the ceiling. She holds a pen in her right hand and a piece of paper in her left. The desk is cluttered with papers, a rotary phone, and a pen holder. The background is a wall covered in more papers, and a bookshelf is visible on the right side.

**Which means you'll need
tons of web pages.**

The Search Demand Curve



The Search Demand Curve



Show me the
overall vision.

Does this **really**
bring in leads?

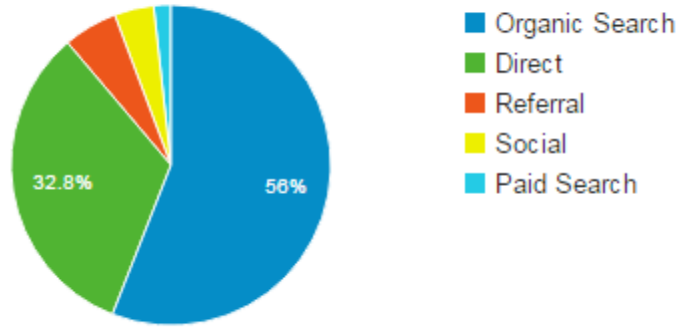


DIGITAL TRACKING TOOLS

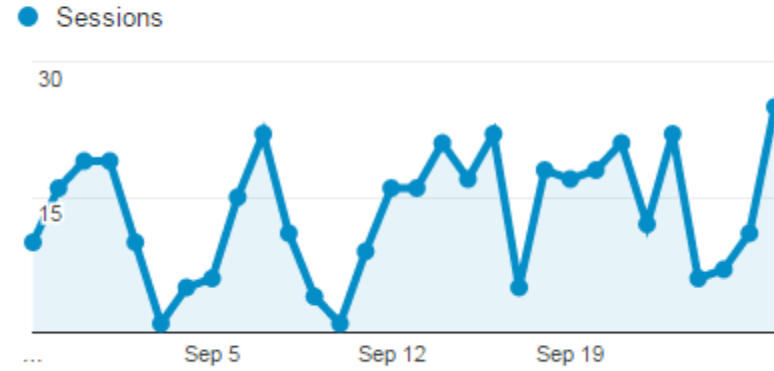


Google Analytics

Top Channels

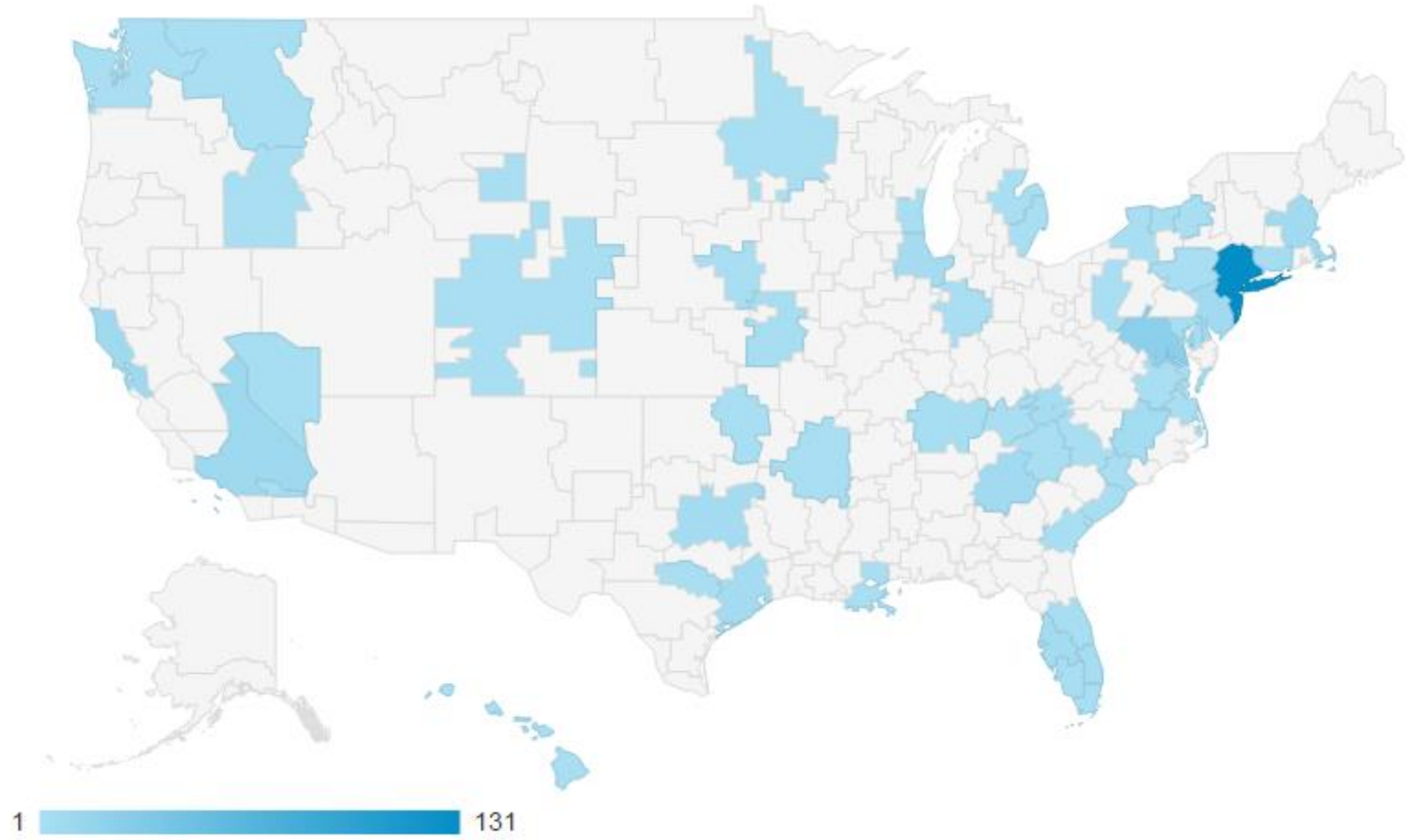


Sessions



	Acquisition			Behavior		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	402	85.82%	345	60.45%	2.03	00:01:09
1 ■ Organic Search	225	<div style="width: 56%;"></div>		61.33%	<div style="width: 61%;"></div>	
2 ■ Direct	132	<div style="width: 32.8%;"></div>		64.39%	<div style="width: 64%;"></div>	
3 ■ Referral	22	<div style="width: 5.5%;"></div>		36.36%	<div style="width: 36%;"></div>	
4 ■ Social	16	<div style="width: 4%;"></div>		50.00%	<div style="width: 50%;"></div>	
5 ■ Paid Search	7	<div style="width: 1.75%;"></div>		57.14%	<div style="width: 57%;"></div>	

Sessions ▾



Primary Dimension: Region City Metro Other ▾

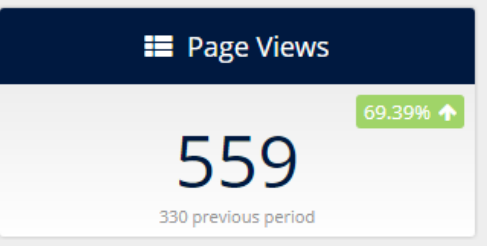
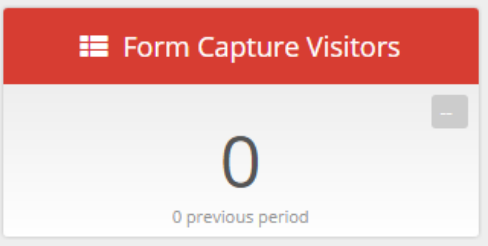
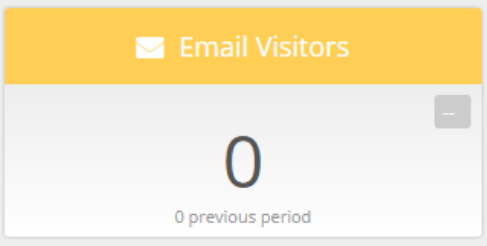
1.	New York	102 (77.86%)	87.25%	89 (82.41%)	64.71%	2.11	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
2.	Stamford	2 (1.53%)	50.00%	1 (0.93%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
3.	Jersey City	2 (1.53%)	50.00%	1 (0.93%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4.	Melville	2 (1.53%)	50.00%	1 (0.93%)	50.00%	2.00	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
5.	Peekskill	2 (1.53%)	0.00%	0 (0.00%)	50.00%	2.00	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
6.	Syosset	2 (1.53%)	0.00%	0 (0.00%)	50.00%	2.50	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
7.	North New Hyde Park	2 (1.53%)	50.00%	1 (0.93%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8.	Greenwich	1 (0.76%)	100.00%	1 (0.93%)	0.00%	9.00	00:14:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
9.	Carlstadt	1 (0.76%)	100.00%	1 (0.93%)	0.00%	2.00	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
10.	Fair Lawn	1 (0.76%)	100.00%	1 (0.93%)	0.00%	9.00	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
11.	Fort Lee	1 (0.76%)	100.00%	1 (0.93%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
12.	Hazlet	1 (0.76%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
13.	Hoboken	1 (0.76%)	100.00%	1 (0.93%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
14.	Lambertville	1 (0.76%)	100.00%	1 (0.93%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
15.	North Bergen	1 (0.76%)	100.00%	1 (0.93%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
16.	South Orange	1 (0.76%)	100.00%	1 (0.93%)	0.00%	3.00	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
17.	Freeport	1 (0.76%)	100.00%	1 (0.93%)	0.00%	7.00	00:00:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
18.	Hastings-on-Hudson	1 (0.76%)	100.00%	1 (0.93%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
19.	Holtsville	1 (0.76%)	100.00%	1 (0.93%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	Medford	1 (0.76%)	100.00%	1 (0.93%)	0.00%	5.00	00:00:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	Mount Vernon	1 (0.76%)	100.00%	1 (0.93%)	0.00%	3.00	00:00:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	Pearl River	1 (0.76%)	100.00%	1 (0.93%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	Rye	1 (0.76%)	100.00%	1 (0.93%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)



Identify

- Dashboard
- Leads
- Analytics
- Lead Handling
- My Account
- Billing
- Configuration
- Reseller
- Documentation

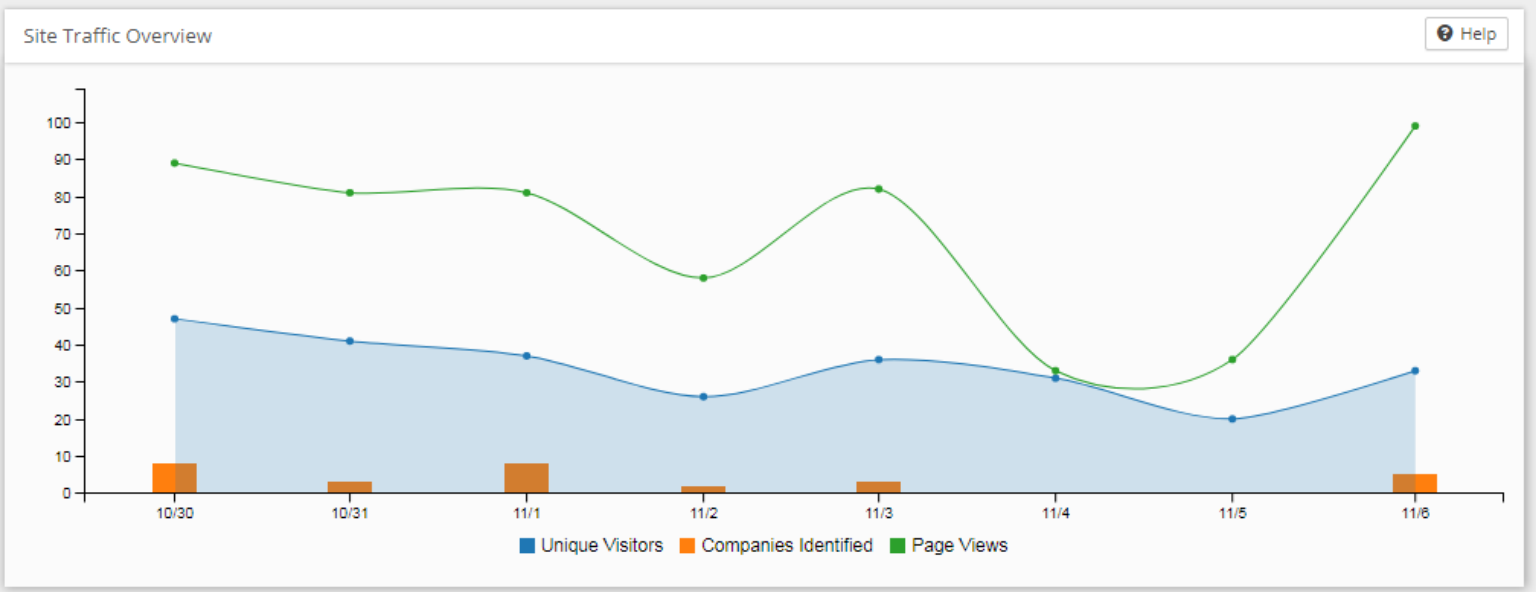
Domain: All Date Range: 10/30/2017 - 11/06/2017 Only Companies Update Dashboard



Latest Visitors

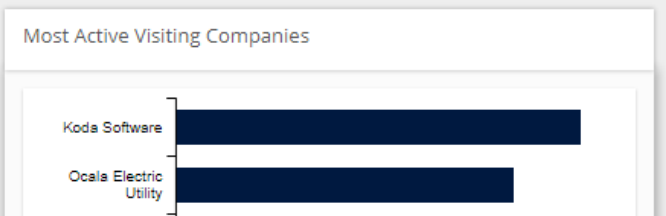
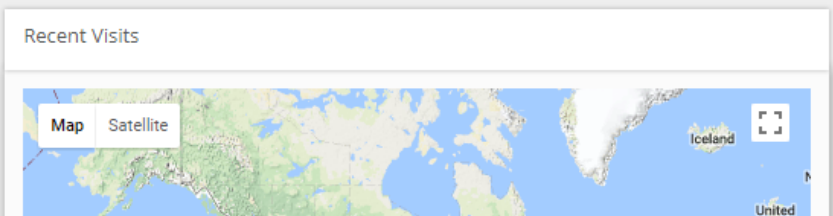
Ocala Electric Utility	11/06/2017 04:19 PM
Lightpoint Colocation & Hosting LLC	11/06/2017 03:54 PM
Koda Software	11/06/2017 03:52 PM
Ocala Electric Utility	11/06/2017 02:21 PM
Koda Software	11/06/2017 01:59 PM

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Latest Keywords

No search terms for this date range.



- Dashboard
- Leads
- Analytics
- Lead Handling
- My Account
- Billing
- Configuration
- Reseller
- Documentation

Domain: All | Date Range: 10/30/2017 - 11/06/2017 | Only Companies | Update Dashboard

Identified Companies

25 24.24% ↓

33 previous period

Email Visitors

0

0 previous period

Form Capture Visitors

0

0 previous period

Page Views

559 69.39% ↑

330 previous period

Latest Visitors

[Ocala Electric Utility](#)
11/06/2017 04:19 PM

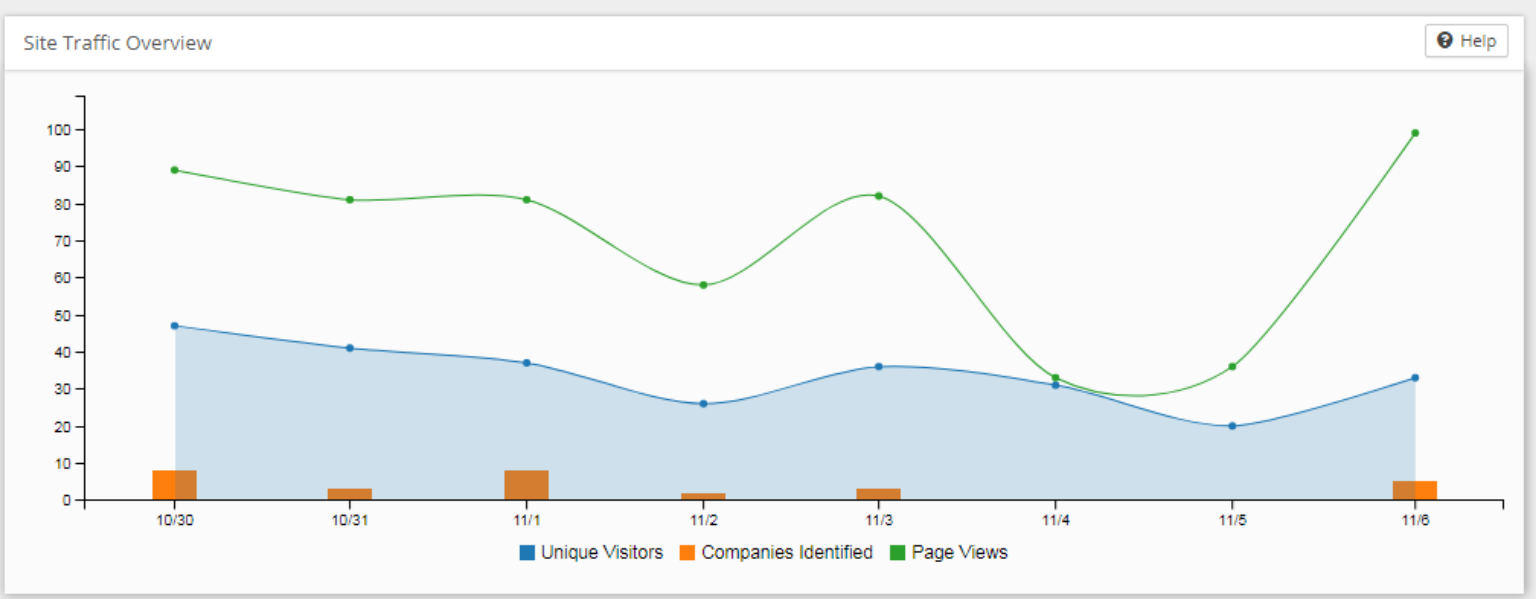
[Lightpoint Colocation & Hosting LLC](#)
11/06/2017 03:54 PM

[Koda Software](#)
11/06/2017 03:52 PM

[Ocala Electric Utility](#)
11/06/2017 02:21 PM

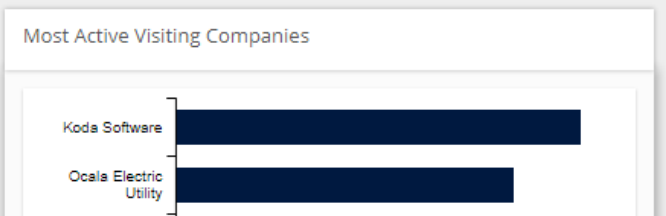
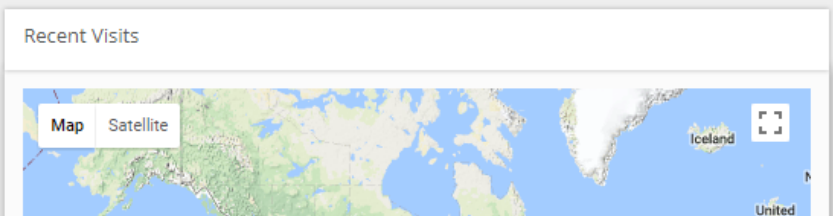
[Koda Software](#)
11/06/2017 01:59 PM

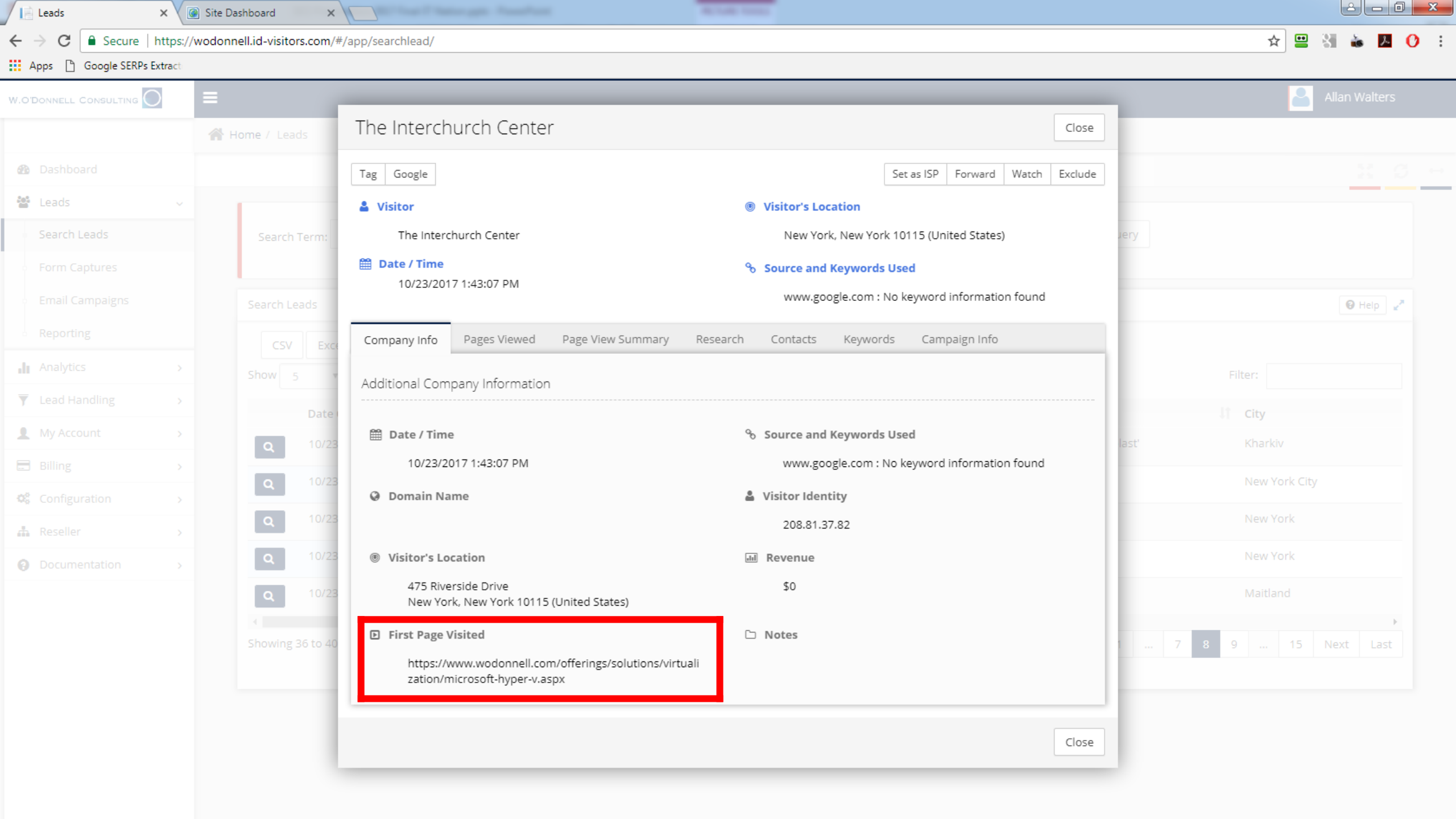
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Latest Keywords

No search terms for this date range.





The Interchurch Center

Close

Tag Google

Set as ISP Forward Watch Exclude

Visitor

The Interchurch Center

Visitor's Location

New York, New York 10115 (United States)

Date / Time

10/23/2017 1:43:07 PM

Source and Keywords Used

www.google.com : No keyword information found

Company Info

Pages Viewed

Page View Summary

Research

Contacts

Keywords

Campaign Info

Additional Company Information

Date / Time

10/23/2017 1:43:07 PM

Source and Keywords Used

www.google.com : No keyword information found

Domain Name

Visitor Identity

208.81.37.82

Visitor's Location

475 Riverside Drive
New York, New York 10115 (United States)

Revenue

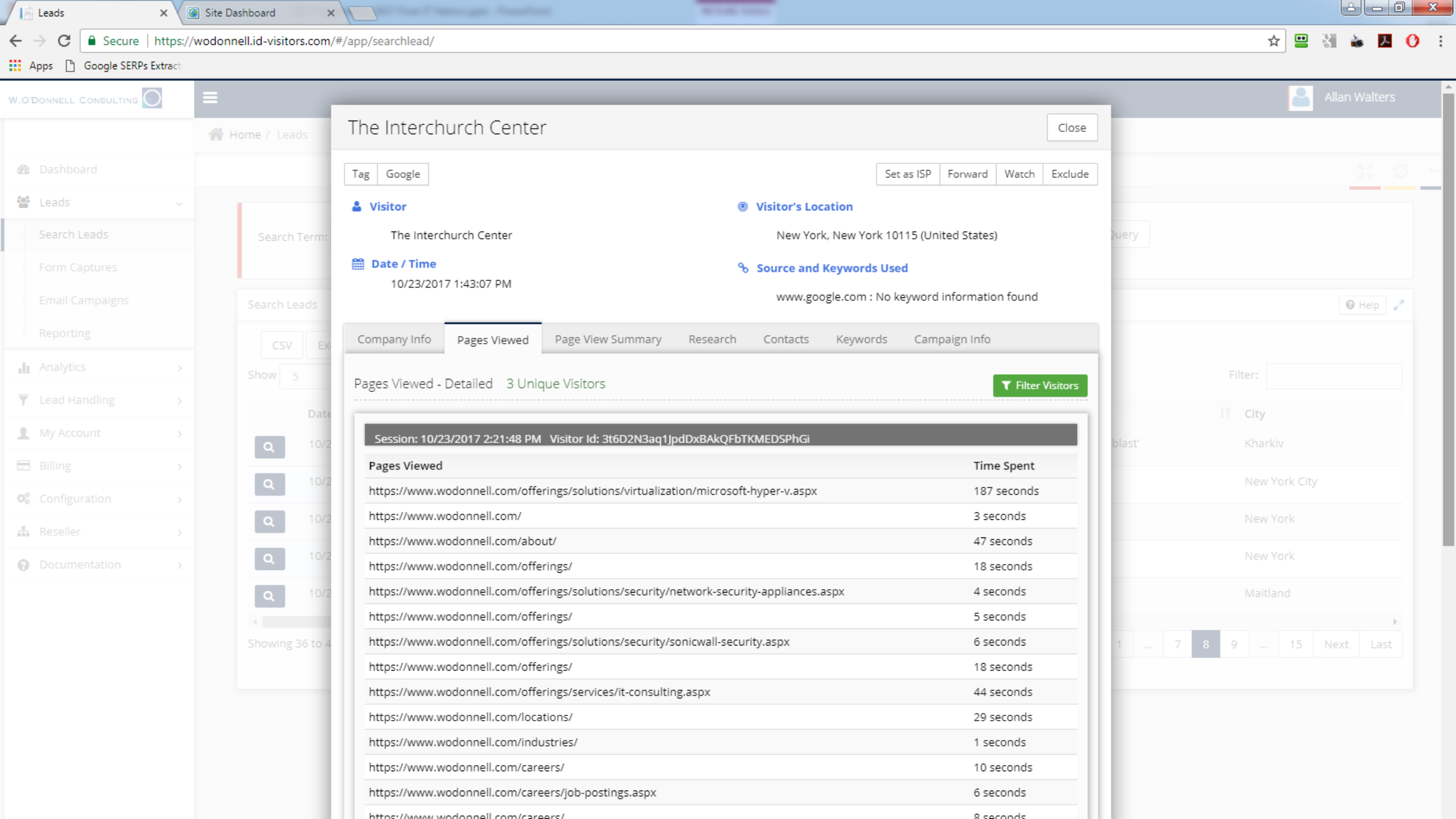
\$0

First Page Visited

https://www.wodonnell.com/offerings/solutions/virtualization/microsoft-hyper-v.aspx

Notes

Close



The Interchurch Center

Close

Tag Google

Set as ISP Forward Watch Exclude

Visitor

The Interchurch Center

Visitor's Location

New York, New York 10115 (United States)

Date / Time

10/23/2017 1:43:07 PM

Source and Keywords Used

www.google.com : No keyword information found

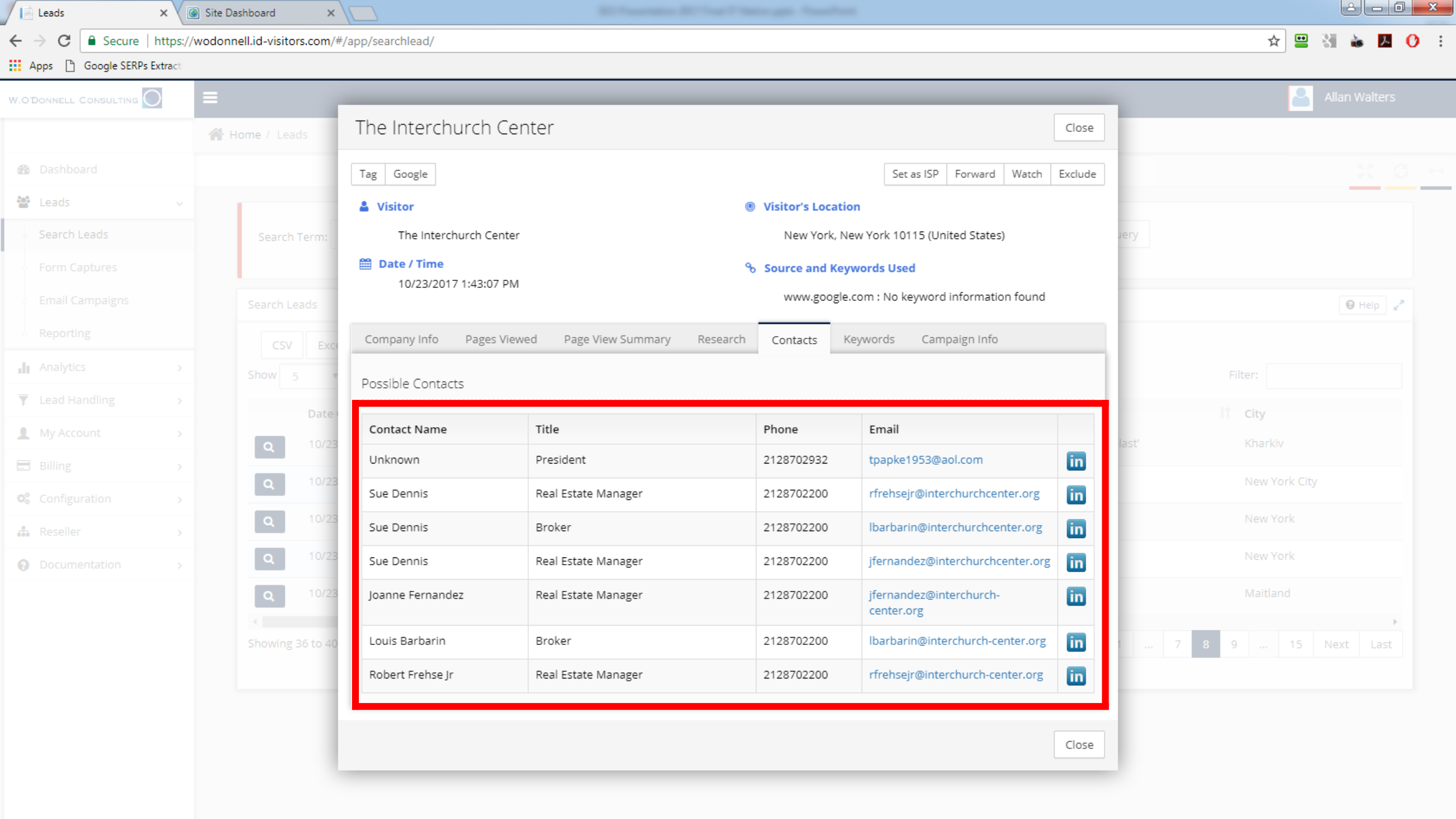
Company Info Pages Viewed Page View Summary Research Contacts Keywords Campaign Info

Pages Viewed - Detailed 3 Unique Visitors

Filter Visitors

Session: 10/23/2017 2:21:48 PM Visitor Id: 3t6D2N3aq1JpdDxBakQFbTKMEDSPhGi

Pages Viewed	Time Spent
https://www.wodonnell.com/offerings/solutions/virtualization/microsoft-hyper-v.aspx	187 seconds
https://www.wodonnell.com/	3 seconds
https://www.wodonnell.com/about/	47 seconds
https://www.wodonnell.com/offerings/	18 seconds
https://www.wodonnell.com/offerings/solutions/security/network-security-appliances.aspx	4 seconds
https://www.wodonnell.com/offerings/	5 seconds
https://www.wodonnell.com/offerings/solutions/security/sonicwall-security.aspx	6 seconds
https://www.wodonnell.com/offerings/	18 seconds
https://www.wodonnell.com/offerings/services/it-consulting.aspx	44 seconds
https://www.wodonnell.com/locations/	29 seconds
https://www.wodonnell.com/industries/	1 seconds
https://www.wodonnell.com/careers/	10 seconds
https://www.wodonnell.com/careers/job-postings.aspx	6 seconds
https://www.wodonnell.com/careers/	8 seconds



The Interchurch Center

Close

Tag

Google

Set as ISP

Forward

Watch

Exclude

Visitor

The Interchurch Center

Visitor's Location

New York, New York 10115 (United States)

Date / Time

10/23/2017 1:43:07 PM

Source and Keywords Used

www.google.com : No keyword information found

Company Info

Pages Viewed

Page View Summary

Research

Contacts

Keywords

Campaign Info

Possible Contacts

Contact Name	Title	Phone	Email	
Unknown	President	2128702932	tpapke1953@aol.com	
Sue Dennis	Real Estate Manager	2128702200	rfrehsejr@interchurchcenter.org	
Sue Dennis	Broker	2128702200	lbarbarin@interchurchcenter.org	
Sue Dennis	Real Estate Manager	2128702200	jfernandez@interchurchcenter.org	
Joanne Fernandez	Real Estate Manager	2128702200	jfernandez@interchurch-center.org	
Louis Barbarin	Broker	2128702200	lbarbarin@interchurch-center.org	
Robert Frehse Jr	Real Estate Manager	2128702200	rfrehsejr@interchurch-center.org	

Close

Screen Recording



	Play	Visitor	Tags	Created	Activity	Pages	Time	Landing Page	Exit Page	Source	Location	Browser	OS	Device	# Visits	UTM Source	UTM Medium	UTM Campaign	UTM Term
		CenturyLink 184.2.229.44	Click to Tag	13 minutes ago		1	-	/	/	Direct Link	Greenville, Tennessee	Chrome	Windows	Desktop	476				
		CenturyLink 184.2.229.44	Click to Tag	an hour ago		4	7m	/	/	Direct Link	Greenville, Tennessee	Chrome	Windows	Desktop	87				
		CenturyLink 184.2.229.44	Click to Tag	2 hours ago		1	8s	/	/	Direct Link	Greenville, Tennessee	Edge	Windows	Desktop	15				
		Verizon FiOS 108.6.137.243	Click to Tag	2 hours ago		1	-	/offerings/cloud/office-365-support.aspx	/offerings/cloud/office-365-support.aspx	Google PPC	New York, New York	Chrome	Apple	Desktop	1				
		CenturyLink 184.2.229.44	Click to Tag	2 hours ago		2	4m	/	/	Direct Link	Greenville, Tennessee	Chrome	Windows	Desktop	86				
		South Slope Cooperativ... 108.160.227.247	Click to Tag	3 hours ago		1	16s	/locations/manhattan-locations.aspx	/locations/manhattan-locations.aspx	Google	North Liberty, Iowa	Chrome	Windows	Desktop	1				
		Verizon FiOS 68.132.139.138	Click to Tag	5 hours ago		10	2m	/default.aspx	/client-portal/	Direct Link	Brooklyn, New York	Chrome	Apple	Desktop	1				
		Ocala Electric Utility 67.231.54.67	Click to Tag	5 hours ago		12	1m	/offerings/	/offerings/solutions/security/network-security-appliances.aspx	Direct Link	Ocala, Florida	Chrome	Windows	Desktop	3				
		Time Warner Cable 65.35.163.244	Click to Tag	6 hours ago		1	15m	/	/	Direct Link	Largo, Florida	Chrome	Windows	Desktop	14				
		Comcast Cable 73.37.7.134	Click to Tag	6 hours ago		1	-	/webtools/default.aspx	/webtools/default.aspx	Direct Link	Portland, Oregon	Chrome	?	Desktop	14				

Showing 1 to 10 of 636 entries

Play	Visitor	Tags	Created	Activity	Pages	Time	Landing Page	Exit Page	Source	Location	Browser	OS	Device	# Visits	UTM Source	UTM Medium	UTM Campaign	UTM Term
Play	CenturyLink 184.2.229.44	Click to Tag	13 minutes ago		1	-	/	/	Direct Link	Greenville, Tennessee	Chrome	Windows	Desktop	476				
Play	CenturyLink 184.2.229.44	Click to Tag	an hour ago		4	7m	/	/	Direct Link	Greenville, Tennessee	Chrome	Windows	Desktop	87				
Play	CenturyLink	Click to Tag	2 hours ago		1	8s	/	/	Direct Link	Greenville, Tennessee	Firefox	Windows	Desktop	15				
Play	Verizon FiOS 108.6.137.243	Click to Tag	2 hours ago		1	-	/offerings/cloud/office-365-support.aspx	/offerings/cloud/office-365-support.aspx	Google PPC	New York, New York	Safari	Apple	Desktop	1				
Play	CenturyLink 184.2.229.44	Click to Tag	2 hours ago		2	1m	/	/	Direct Link	Greenville, Tennessee	Chrome	Windows	Desktop	88				
Play	South Slope Cooperativ... 108.160.227.247	Click to Tag	3 hours ago		1	16s	/locations/manhattan-locations.aspx	/locations/manhattan-locations.aspx	Google	North Liberty, Iowa	Chrome	Windows	Desktop	1				
Play	Verizon FiOS 68.132.139.138	Click to Tag	5 hours ago		10	2m	/default.aspx	/client-portal/	Direct Link	Brooklyn, New York	Safari	Apple	Desktop	1				
Play	Ocala Electric Utility 67.231.54.67	Click to Tag	5 hours ago		12	1m	/offerings/	/offerings/solutions/security/network-security-appliances.aspx	Direct Link	Ocala, Florida	Chrome	Windows	Desktop	3				
Play	Time Warner Cable 65.35.163.244	Click to Tag	6 hours ago		1	15m	/	/	Direct Link	Largo, Florida	Chrome	Windows	Desktop	14				
Play	Comcast Cable 73.37.7.134	Click to Tag	6 hours ago		1	-	/webtools/default.aspx	/webtools/default.aspx	Direct Link	Portland, Oregon	Chrome	?	Desktop	14				





Capture Emails

I'd like to discuss IT management for 4 locations and 19 users. Can we talk Wednesday morning?

Sent from my iPhone

Mike [REDACTED]

President

GRACIE

The D&D Building

[REDACTED]

New York, NY 10022

[REDACTED]

Hello,

I am working for a small business in NYC and we are using Office 365 as an email and data storage cloud based solution. However, I believe we could use additional IT advice in particular on security issues that our current Office 365 IT vendor is not well equipped to deliver. Looking at your website O'Donnell might be better suited. Can we set up a consultation?

Regards

Jon [REDACTED]
Senior Counsel
Greenwood Energy
[REDACTED] *40th Street*
New York, NY 10016
Tel: [REDACTED]



Record Phone Calls

Activity

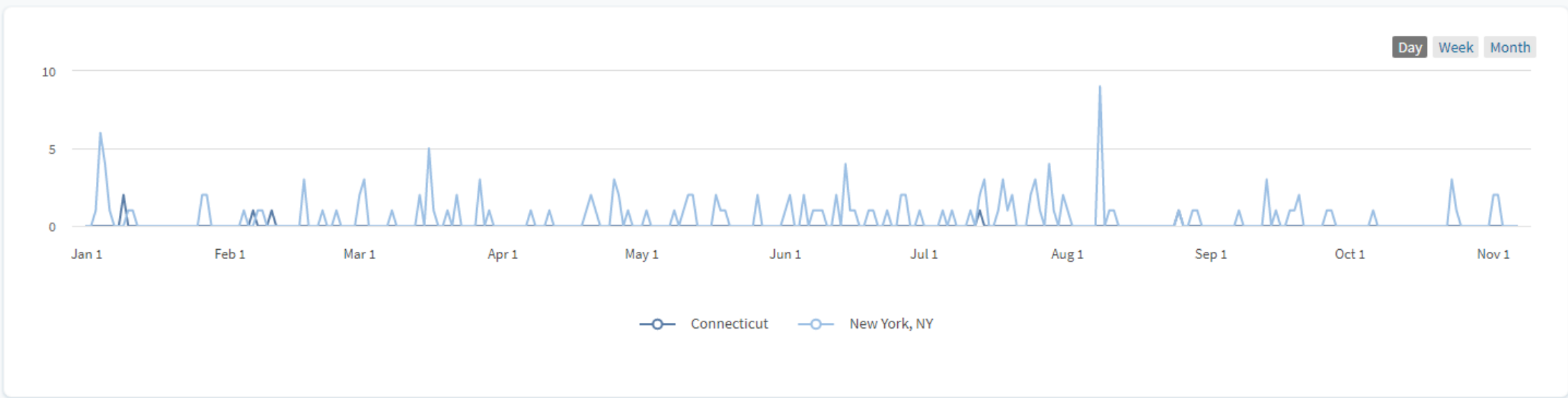
- CALLS
 - Call Log**
 - Unique Callers
 - Voicemail
 - Export Calls CSV
- TEXTS
 - Text Conversations
- FORMS
 - Form Submissions

Call Log

W. O'Donnell Consulting, Inc. ▼

1/1/17 - 11/6/17

🔍 (1)



165 calls from Jan 1, 2017 to Nov 6, 2017

Table Settings ▼

Export ▼

Tracking Number	Start Time	Duration	Caller	Lead Status	
New York, NY 888-988-6919	11/2 12:51pm	2m 42s	Oliver Patricia 714-784-4970	+	
New York, NY 888-988-6919	11/2 12:50pm	50s	Oliver Patricia 714-784-4970 ●	+	
New York, NY 888-988-6919	11/1 4:34pm	2m 5s	Urban Restoran 661-549-1424	+	
New York, NY 888-988-6919	11/1 10:38am	2m 25s	Urban Restoran 661-549-1424	+	


LeadCenter

Activity

- CALLS
- Call Log
- Unique Callers
- Voicemail
- Export Calls CSV

- TEXTS
- Text Conversations
- FORMS
- Form Submissions

Timeline > Mill Run Tours



Mill Run Tours
212-486-9840
New York, NY

Total Calls: 2
First Call: Oct 23, 2017 11:51am

Tracking Number: New York, NY
Initial Source: New York, NY

10/23 11:51 AM **Inbound Recorded Call** 

Duration: 10m 59s

Lead Status:  

Tags: +

Value: \$

Notes:

62% ● Agent

38% ● Customer



00:00 / 00:00

   [Download MP3](#)

11:51 AM **Inbound Call**
This call was abandoned.

Actual Calls From SEO

[View Details](#)

100 % ● Agent

00:41 / 00:40



0 % ● Customer

[Download MP3](#)



Lead Status:





IT
REALLY
WORKS

How can I do this
for **my** company?

CYBER SECURITY MARKETING GAME PLAN



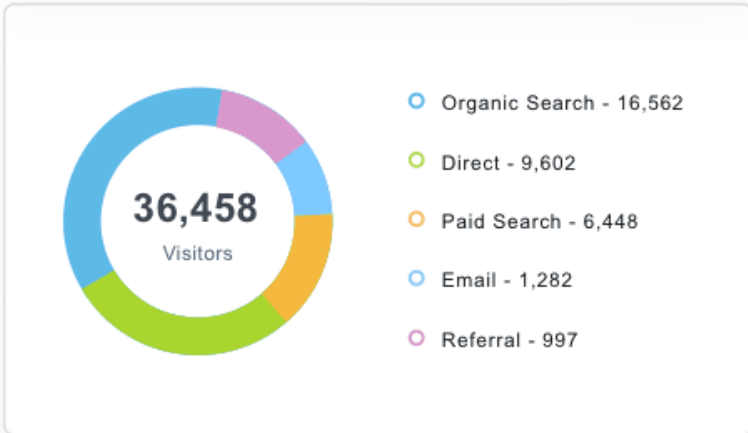


To Do List

1. Pre-Split Analysis*

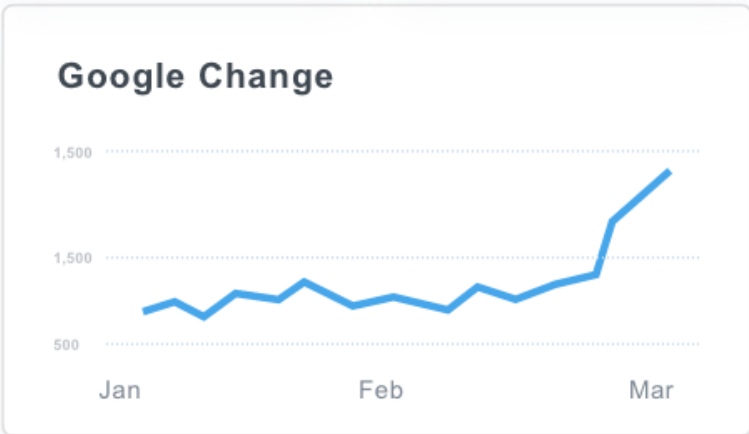
123
Google Rankings

▲ 23%
Google Change



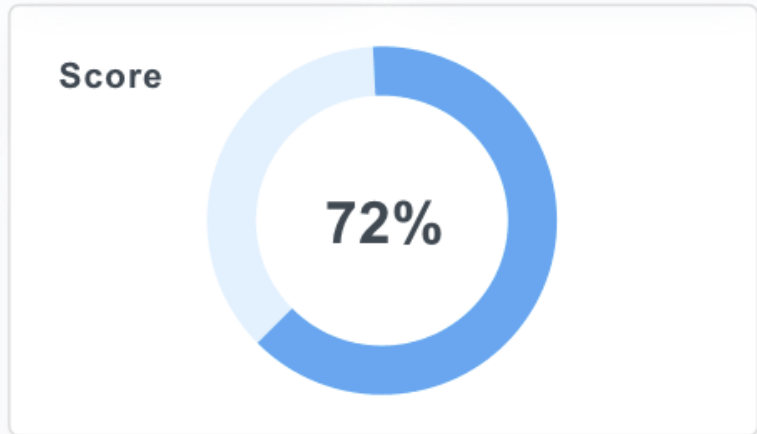
21
Errors

173
Warnings



36,458
Visitors

56%
% New Visitors



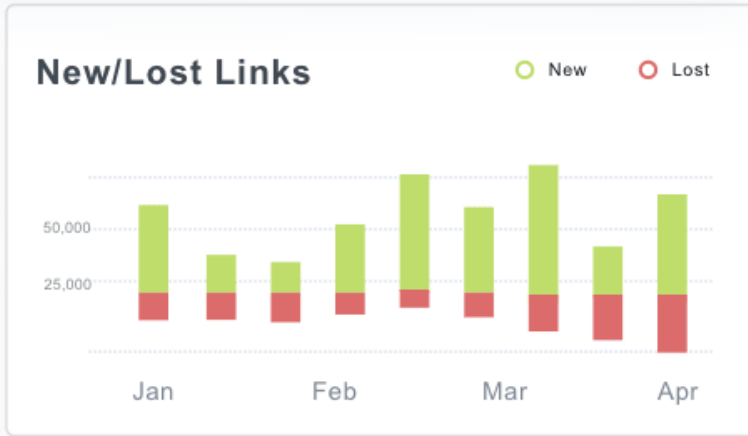
Backlinks

44
Trust Flow

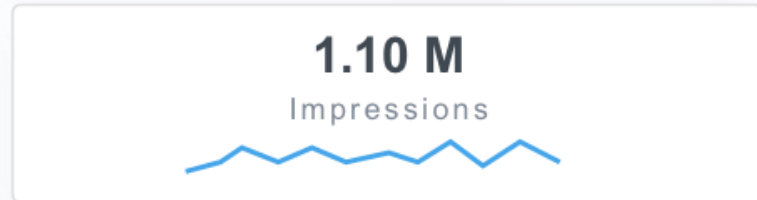
2.55 M
Text Links

58
Citation

2.72 M
Follow Links



Google Search Console





To Do List

1. Pre-Split Analysis*
2. **Launch New (Additional) Website**

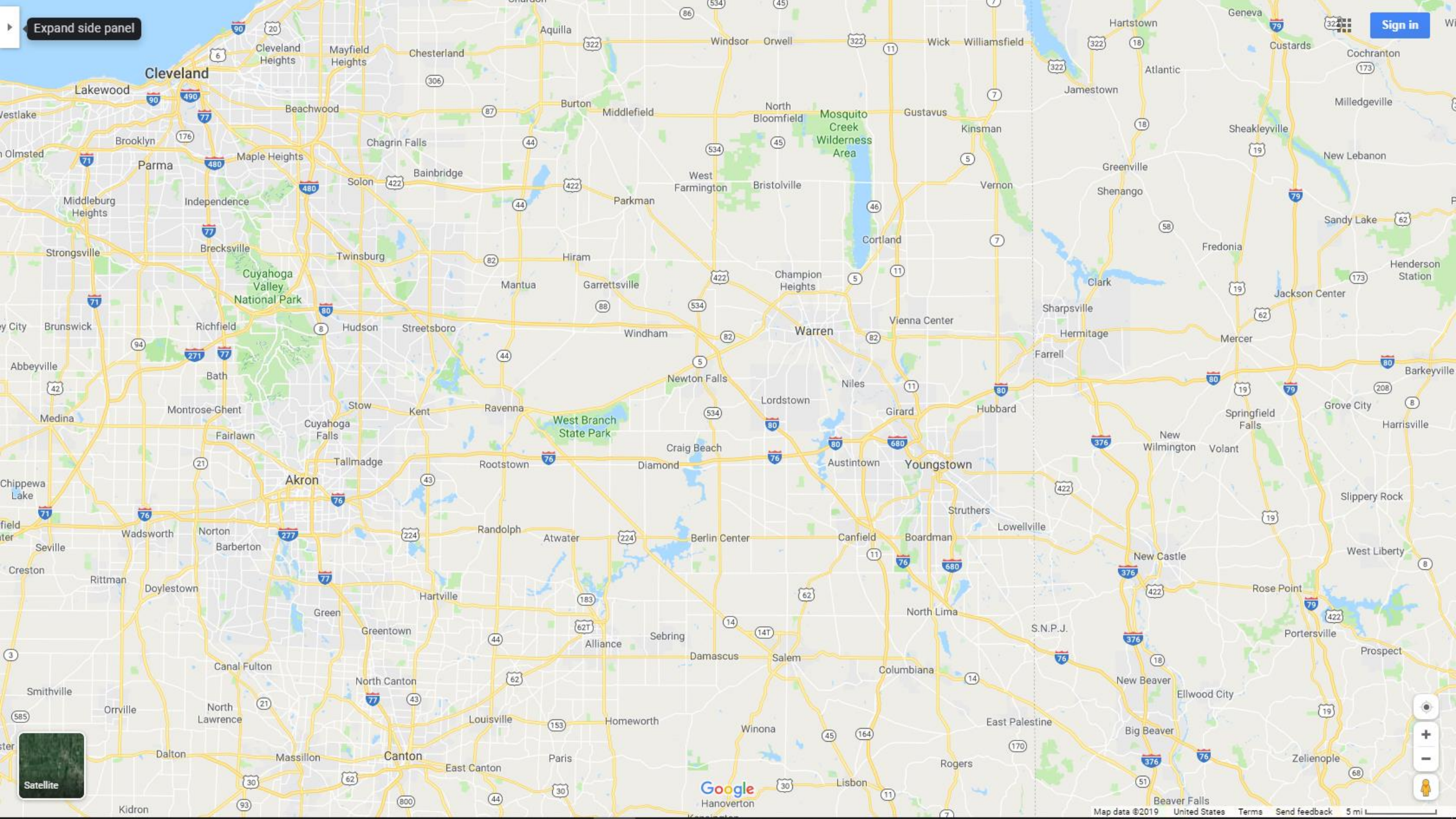


Welcome
to our new website



To Do List

1. Pre-Split Analysis*
2. Launch New (Additional) Website
3. **Define Your Service Area**

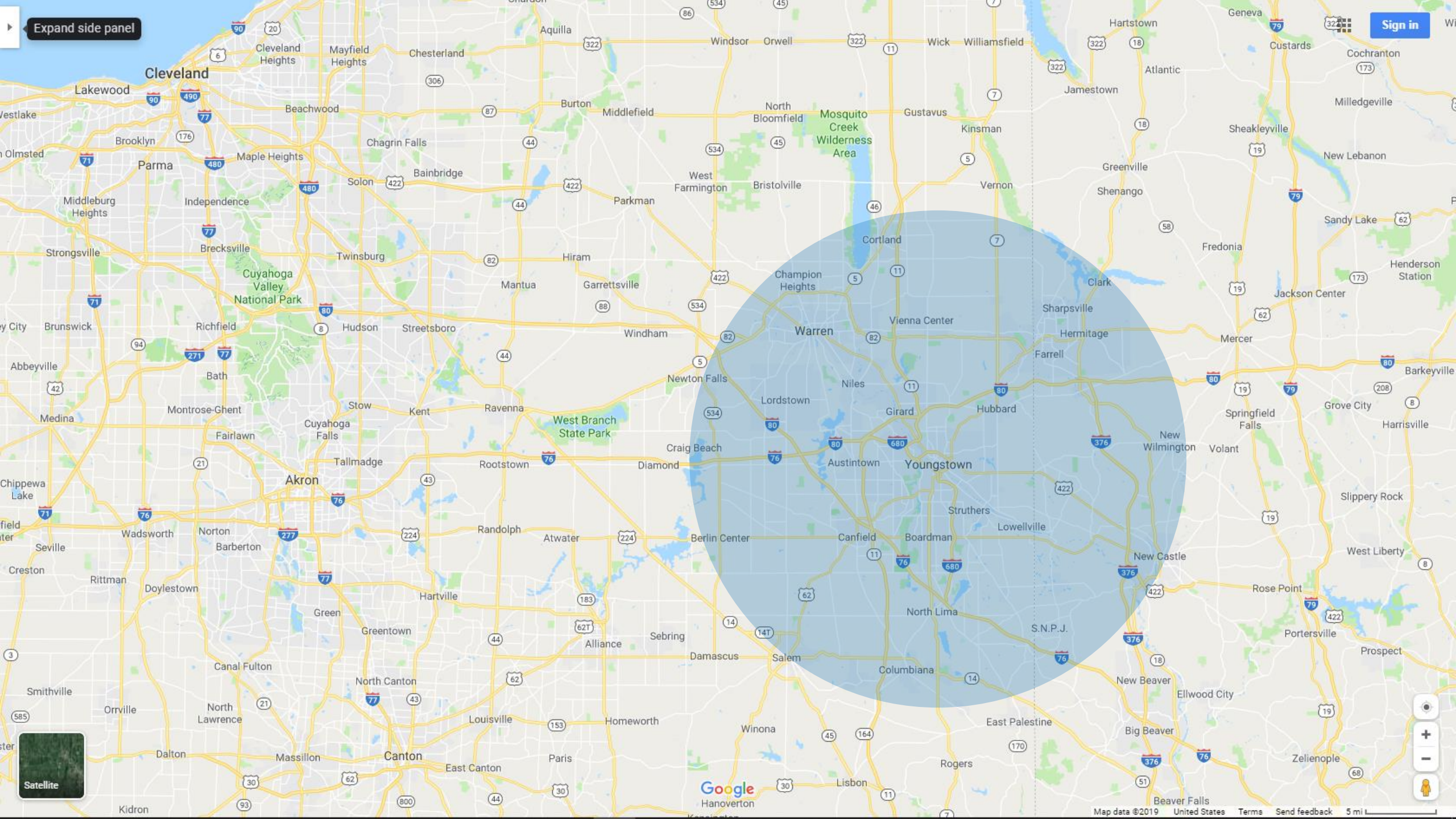


Expand side panel

Sign in

Satellite

Google
Hanoverton



Expand side panel

Sign in

Satellite

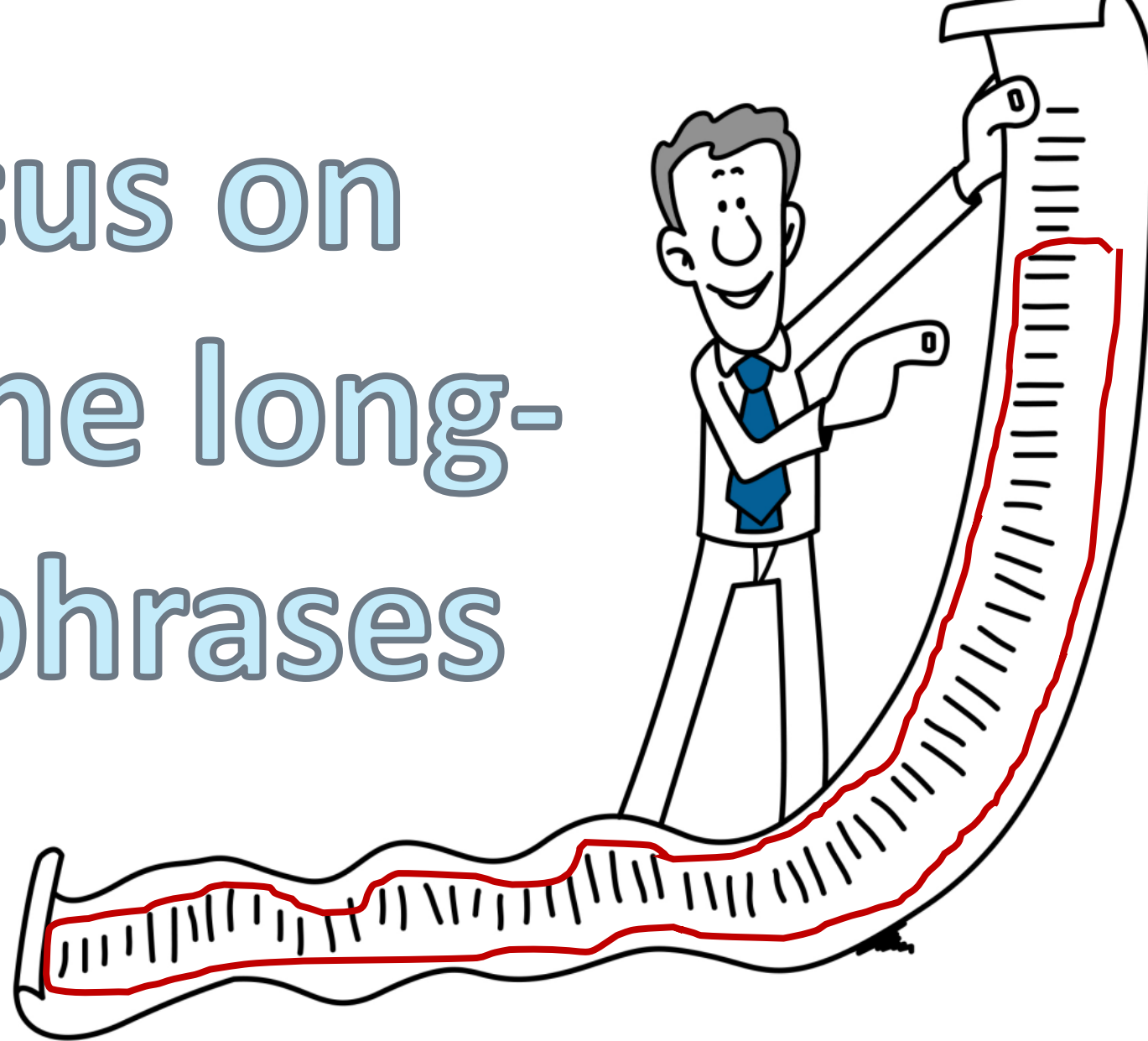
Google
Hanoverton



To Do List

1. Pre-Split Analysis*
2. Launch New (Additional) Website
3. Define Your Service Area
4. **Define ALL Cyber Security Services**

Focus on ALL the long- tail phrases





To Do List

1. Pre-Split Analysis*
2. Launch New (Additional) Website
3. Define Your Service Area
4. Define ALL Cyber Security Services
- 5. Create a Matrix of Service + Area**

	Johnson City	Kingsport	Bristol	Knoxville
Network Security Audits	X	X	X	X
Pen Testing	X	X	X	X
Two-Factor Authentication	X	X	X	X
Anti-Virus Software Solutions	X	X	X	X
End-User Security Training	X	X	X	X
Dark Web Monitoring	X	X	X	X
Data Exfiltration Prevention	X	X	X	X
Cybersecurity Insurance	X	X	X	X
CMMC Compliance Consultant	X	X	X	X
HIPAA Compliance Support	X	X	X	X
PCI Compliance Testing	X	X	X	X



To Do List

1. Pre-Split Analysis*
2. Launch New (Additional) Website
3. Define Your Service Area
4. Define ALL Cyber Security Services
5. Create a Matrix of Service + Area
6. **Create Pages for Each One**

Monday, November 7, 2022



HOME ABOUT US OFFERINGS INDUSTRIES SERVICE AREA CONTACT US

CLIENT PORTAL

(212) 838-3339
info@wodonnell.com

Two-Factor Authentication (2FA) Solutions

NEW YORK CITY

We specialize in implementing and supporting two-factor authentication (2FA) solutions for businesses in NYC. Our expert 2FA consultants can help you install and manage a professional 2FA solution for company, giving you greater security and control over your valuable data. Contact us today to learn more about how our 2FA solutions can give you peace of mind, knowing that you are much more secure fully utilizing 2FA.

In this digital age, we all use several digital services for everything from checking our bank

Free Consultation and Discussion

Contact us today for a free consultation to learn more about how this solution can help your organization reduce its risk profile by better protecting your





To Do List

1. Pre-Split Analysis*
2. Launch New (Additional) Website
3. Define Your Service Area
4. Define ALL Cyber Security Services
5. Create a Matrix of Service + Area
6. Create Pages for Each One
7. **Optimize the Pages You Built**



To Do List

1. Pre-Split Analysis*
2. Launch New (Additional) Website
3. Define Your Service Area
4. Define ALL Cyber Security Services
5. Create a Matrix of Service + Area
6. Create Pages for Each One
7. Optimize the Pages You Built
- 8. Use Tracking Tools to Measure**





START

FREE WEBSITE SPLIT ANALYSIS



- Benefit of Attending IT Nation Secure 2024
- You vs. Your Top 3 Competitors, SEO Analysis
- Website Strength Analysis, Backlink Analysis
- Great, Actionable Data



#ITNation

W.O'DONNELL CONSULTING 

 IT NATION Secure



ANY
QUESTIONS?



Don't forget to fill out your

**SESSION
SURVEY**

RAFFLE

marketing.wodonnell.com/itnation/

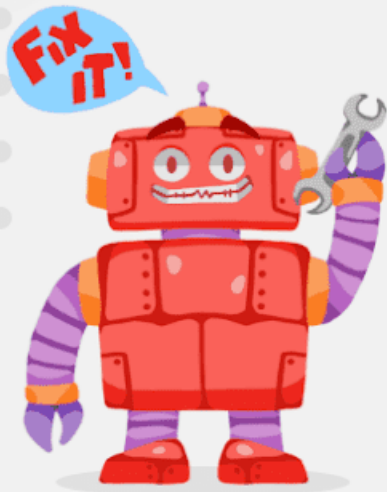
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 IT NATION Secure

Latest **Google**
Algorithm Update

2024



Google

Penalties _____

