

Marketing a Cybersecurity Practice is a Totally Different **Ballgame**



Allan Walters

Director of Digital Marketing

W.O'DONNELL CONSULTING



Who's
the dork
up front?





- ✓ In the IT industry for 30+ years
- ✓ Actively doing IT/MSP marketing for 25+ years
- ✓ Actively doing SEO, PPC & Web Marketing for 15+ years
- ✓ Former President of TechSelect (TechData)
- ✓ 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!

PREFACE



What do you think of?

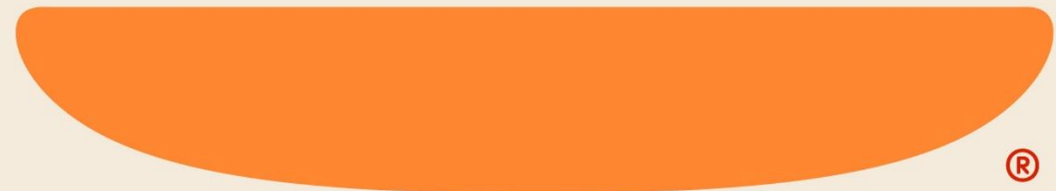




ARE YOU READY?



**BURGER
KING**



®



CHUCK E.
CHEESE®



BASKIN • ROBBINS™



Pancake Platter

\$2.69 • 235 Cal

Three fluffy pancakes drizzled in syrup.



**CHUCK E.
CHEESE®**





1:1

Walmart



amazon





MONA LISA'S

GELATO



ICE CREAM · CUPCAKES · DESSERTS

MONA LISA'S
GELATO
ITALIAN ICE CREAM

CASH NOW



CUP OF ANY SOUP w/ DRINK \$6.99

HALF CUP OF SOUP & 1/2 PANINI \$11
N' CUP OF SOUP & 1/2 SANDWICH \$10
HALF CUP OF SOUP & SIDE SALAD \$9
COMES WITH SIDE & DRINK

HOUSE SALAD \$5.99
CHIPOTLE SHRIMP \$13.99

PESTO CHICKEN \$10.99

SOUP TO-GO \$7.99
PINT w/ ROLL \$12.99
QUART w/ ROLL \$12.99

CUP \$4.00 BOWL \$7.99

TOMATO BASIL
BOMBAY CHICKEN
BEEF STEW

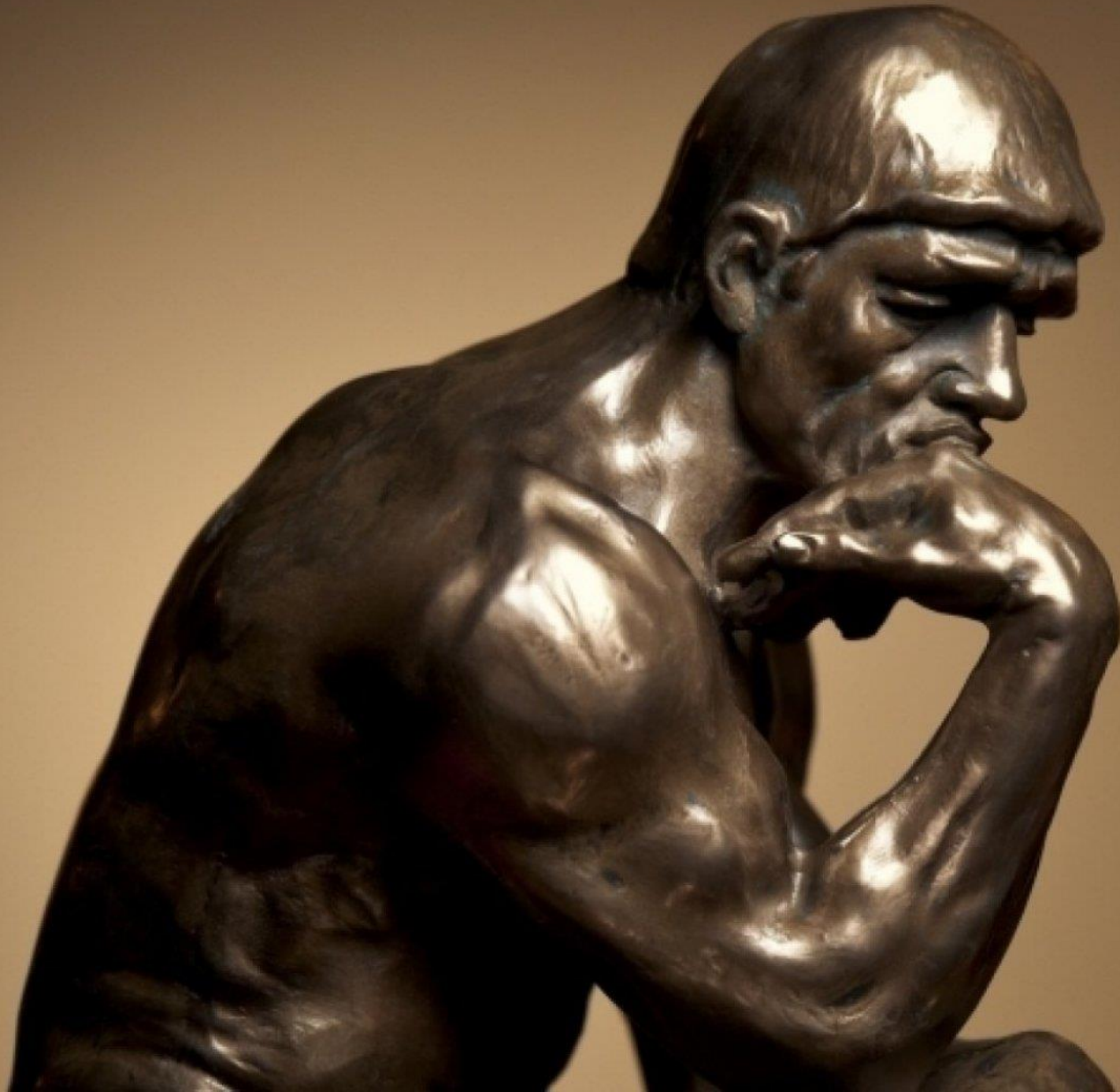
CHICKEN SALAD
TUNA SALAD
HAM & CHEESE
TURKEY & CHEESE
GRILLED 3 CHEESE
PIMENTO CHEESE
\$10 FULL w/ SIDE & DRINK
\$5 HALF

THAI NOODLE BOWLS
TOFU-8.99 VEGGIE-9.99
CHICKEN-11.99 SHRIMP-12.99

CHEF'S DAILY SPECIALS
GUADALAJARA 11.99
Bowl
MEATLOAF 12.99
(SANDWICH/PLATE)
BIG FAT CHICKEN BURRITO

PANINIS
TURKEY & CHEESE
HAM & CHEESE
CUBAN
REUBEN
PESTO CHICKEN
CHICKEN BACON
CHEDDAR RANCH
VEGETARIAN
BANH MI - 100% CHICKEN
GRILLED PORTABELLO (VEGETARIAN)
BLT
TURKEY MONA
\$12 FULL w/ SIDE & DRINK
\$6 HALF





**Now
Think
About**





GATEWAY 2000

USA
HARVESTOR
Spokane

GATEWAY
DESTINATION

COMPUTER SERVICES



!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



VOIP









LEVERAGE MANAGED PRINT SERVICES



Cybersecurity



1:8

1:12

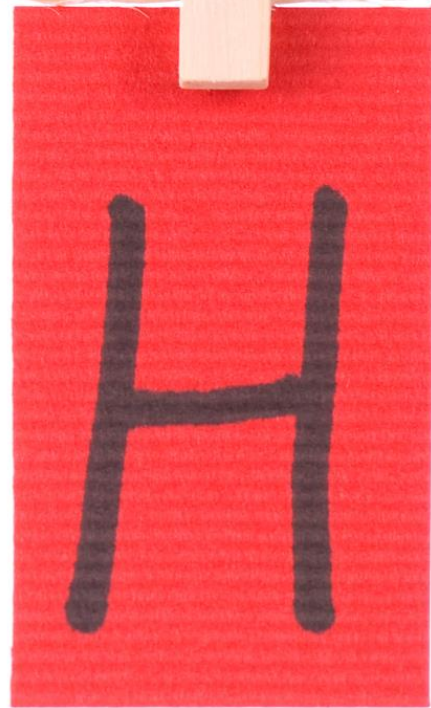
- Dealers
- VARs (Value Added Resellers)
- Integrators
- On-Site Service Providers
- Solutions Provider
- Pro-Active IT Service
- IT Service Contracts
- Managed IT Services
- MSP
- MSSP
- Cyber Security Firm
- Trusted IT Advisor
- HaaS
- DaaS
- IaaS
- IT Consultants
- IT Support Provider
- Technology Partners
- Outsourced IT Firm
- Co-Managed IT Company
- vCIO / vCTO

**HAS THIS EVER
HAPPENED TO YOU?**

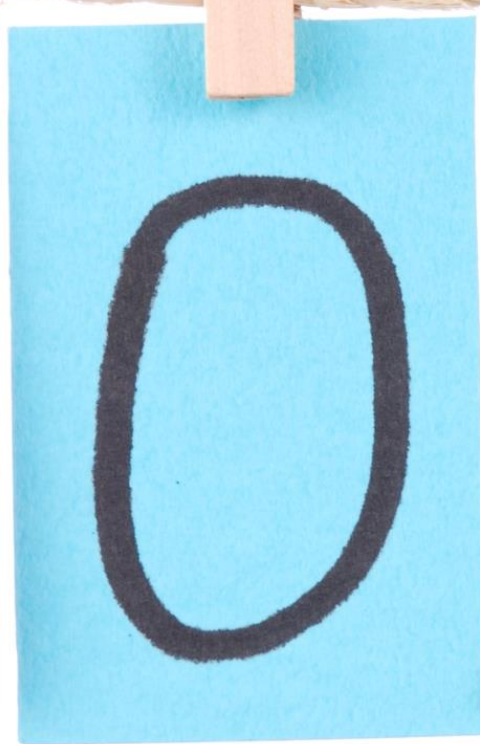
Thinking
of you

A vibrant red hibiscus flower with five petals and a yellow center, surrounded by several green leaves on a thin stem. The flower is positioned to the left of the text, partially overlapping the word 'Thinking'.

1:1



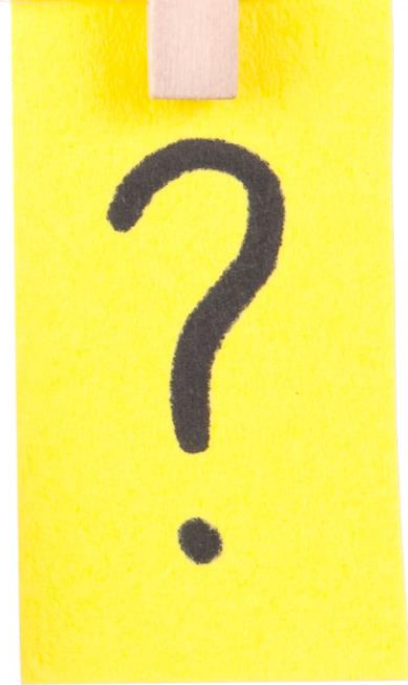
H



O



W



?

CAN WE RELATE 1:1

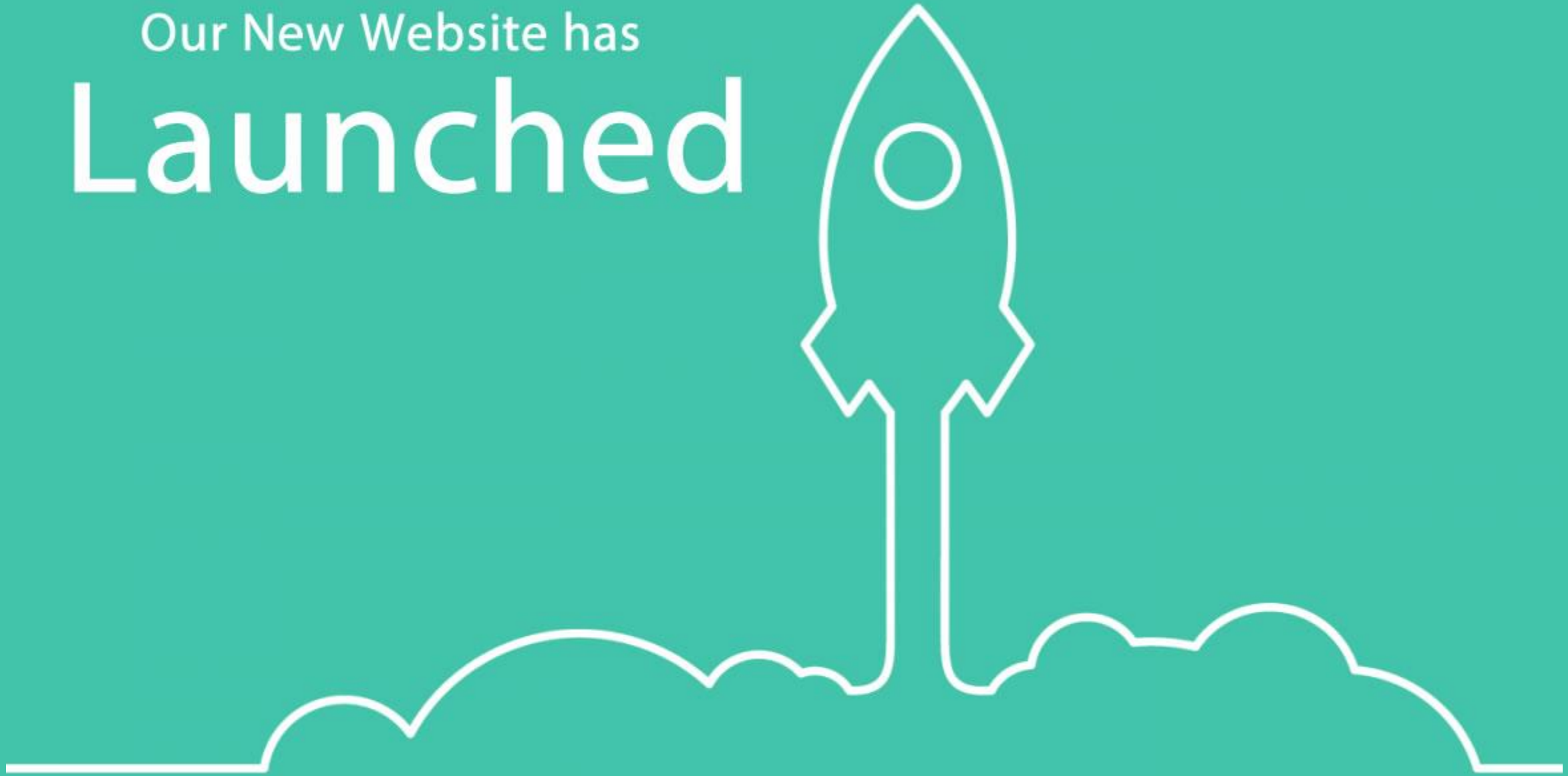


**Me,
Myself & Irene**
Cybersecurity Edition



Known as Cybersecurity Experts

Our New Website has
Launched



NEW WEBSITE LAUNCHES CAN BE TRICKY



ADDING A NEW

WWW.YOURNEWDOMAIN.COM



DOMAIN NAME

HOW CAN A NEW WEBSITE OR DOMAIN NAME HURT ME?





**How to
get a**



**new
identity**



CHANGING POSITIONING

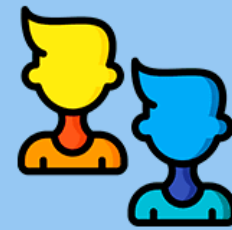
CATEGORY BASED



CONSUMER BASED



COMPETITOR BASED



BENEFIT



PRICE



ATTRIBUTE



PRESTIGE



MESSAGING



HOW TO

Design
a logo
for your
brand.



NEW LOGO DESIGN

Your

Image

Matters



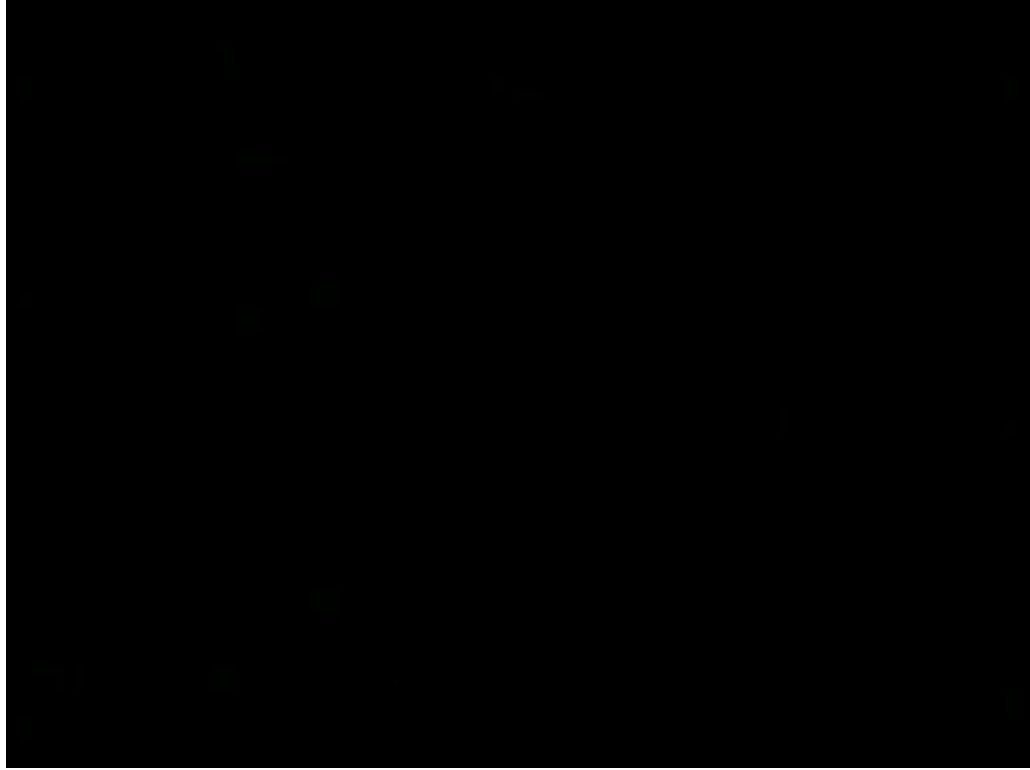


Your

Image

Matters





NOTICE?

DID YOU

WALK

DID YOU

WALK

DATA BREACH



CASE STUDY EXAMPLES



1



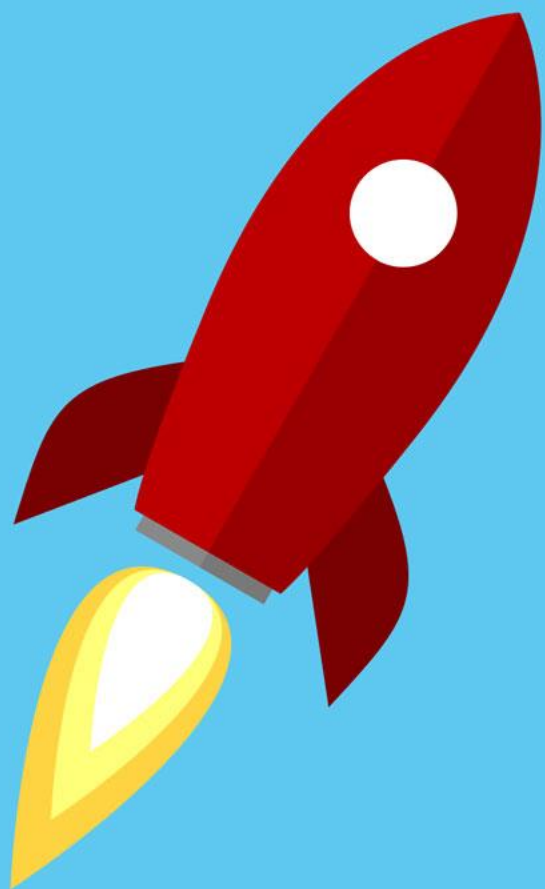
2



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

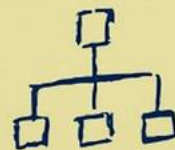


ONPAGE
OFFPAGE

CONTENT



SITE
ARCHITECTURE



TRAFFIC

★★★★
RANKING

INDEXING
KEYWORDS



◀◀◀◀:::
BACKLINKS

SEARCH ENGINE OPTIMIZATION

SEARCH ENGINE OPTIMIZATION

★★★★★



About 16,900,000 results (0.44 seconds)

Ad · <https://www.alertlogic.com/>

Alert Logic MDR Experts - Unrivaled Security Value

Offload Time Intensive Tasks Without Compromising Security. Start w/ Our Free MDR Demo.

Ad · <https://go.crowdstrike.com/>

Leading Business Cybersecurity - Top-Rated Antivirus Protection

Award Winning **Cybersecurity**. Fast & Easy Deployment Will Have You Up & Running in Minutes.

Ad · <https://www.redcanary.com/mssp-vs/mdr>

Managed Cybersecurity Solution - Compare Side by Side

What to consider if you're comparing MSSP and MDR **companies** or are just...
 451 Research: MDR Report · Subscribe to Our Blog · About Red Canary · Atomic Red T...



Ad · <https://www.netscout.com/>

Cybersecurity Service Provider - NETSCOUT Security Solutions

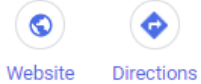
Advanced Network Detection & Response Platform That Provides Scale, Scope & Consistency.

Businesses

Rating Hours

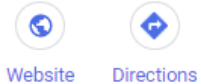
Trustwave Holdings Inc

4.3 ★★★★★ (31) · Computer security service
 10+ years in business · 70 W Madison St Ste 600 ...
 Open now



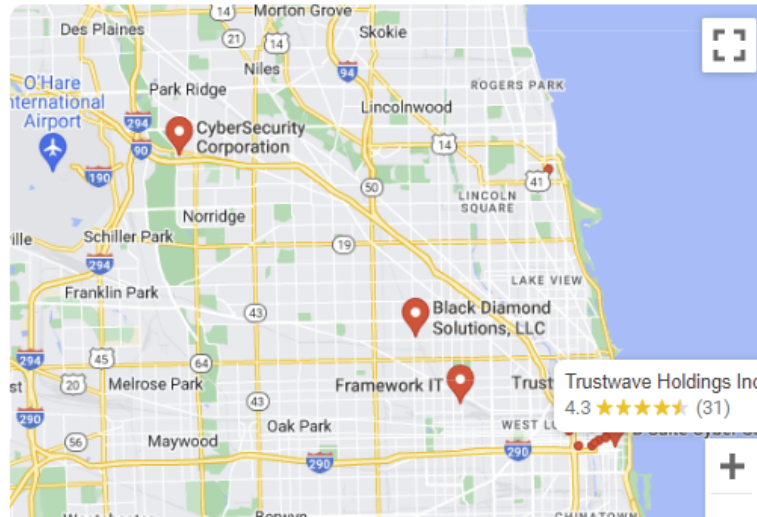
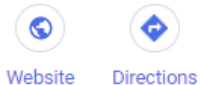
Black Diamond Solutions, LLC

4.9 ★★★★★ (17) · Computer security service
 15+ years in business · 3921 W Dickens Ave · (312...
 Open · Closes 5PM
 Provides: Co-Managed It Services



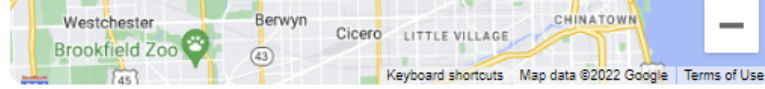
CyberSecurity Corporation

No reviews · Computer security service
 8745 W Higgins Rd #150 · In O'Hare Plaza · (312) ...
 Open · Closes 9PM



Trustwave Holdings Inc
 4.3 ★★★★★ (31)

More businesses →



<https://clutch.co> › [it-services](#) › [cybersecurity](#) › [chicago](#) ⋮

Top Cybersecurity Consulting Companies in Chicago - Clutch

Oct 17, 2022 — List of the Top **Chicago Cybersecurity** Consultants · EMPIST · Framework IT · BetterWorld Technology · Need help selecting a **company**? Let our team ...

<https://www.builtinchicago.org> › [2017/03/03](#) › [chicago...](#) ⋮

12 Leading Cyber Security Companies In Chicago To Know ...

Mar 28, 2020 — Top **Chicago Cybersecurity Companies**. Keeper Security; Kenna Security; NowSecure; OneSpan; Rippleshot; Switchfast Technologies; Xaptum.

<https://themanifest.com> › [IT Services](#) › [Cybersecurity](#) ⋮

Top 100 Cybersecurity Companies in Chicago - The Manifest

List of the Best **Chicago Cybersecurity** Consultants · EMPIST · Get connected with a **company** for free · Framework IT · BetterWorld Technology · JetRails · Simply Smart ...

<https://upcity.com> › [All Lists](#) › [Cybersecurity Companies](#) ⋮

Top Cybersecurity Companies in Chicago, IL - UpCity

We've found the best. **Cybersecurity** Providers. for you. · Garrett Technologies, Inc · BetterWorld Technology · Realnets · Finland Tech Solutions · IT Risk Managers ...

★★★★★ 11 reviews

<https://www.goodfirms.co> › [it services](#) › [cyber security](#) ⋮

Top Cyber Security Companies in Chicago - GoodFirms

List of Top **Cybersecurity** Service Providers in **Chicago** | **Cybersecurity Firms** in **Chicago** · 1. Magneto IT Solutions · 2. EC Infosolutions · 3. Softura · 4. KatelyTech.

<https://www.goodfirms.co> › [it services](#) › [cyber security](#) ⋮

Top Cyber Security Companies in Illinois - GoodFirms

List of Top **Cybersecurity** Service Providers in **Illinois** | **Cybersecurity Firms** in **Illinois** · 1. LME Services · 2. KPIS pvt ltd · 3. EC Infosolutions · 4. Softura · 5.

People also ask ⋮

Which company is leading in cyber security? ▼

Which cybersecurity company does the US government use? ▼

<https://advancedit.net> > [cyber-security](#) ⋮

Cyber Security Services & Solutions Provider In Chicago

With DG365 at our disposal, ADVANCED I.T is the only **cybersecurity** provider in **Chicago** that makes your hardware and network run smoothly. All sizes of ...

Ad · <https://www.bitdefender.com/> ⋮

Business Cybersecurity - GravityZone Business Security

Next-Generation Firewalls. Block Traffic from Malicious Websites and Other Dubious Sources.

Get the Best Machine Learning Security Solutions for Business with Bitdefender...

[Technical Solution Brief](#) · [Download Datasheet](#) · [Business Deals](#)

Deal: 30% off Next-gen Endpoint AV

Ad · <https://cybersecurity.arcticwolf.com/> ⋮

Arctic Wolf - Top Cybersecurity Company

Combining people, processes, and technology to detect & respond to incidents in real time.

Schedule a demo and discover how to keep your organization safe from cyber threat.

[Arctic Wolf's TEI Report](#) · [Cybersecurity Checklist](#) · [K-12 Cybersecurity](#) · [MDR Services](#)

Ad · <https://www.milestechnologies.com/cyber-security/company> ⋮

Cyber Security Company - Expert Cyber Security Company

Identify Security Vulnerabilities & Reduce Risk. Multi-factor authentication **services**.

Cybersecurity agency & provider of Compliance Solutions. Operate with Confidence.

[IT Support Services](#) · [IT Relocation Services](#) · [About Miles Technologies](#) · [IT Services](#) · [Log In](#)

Related searches ⋮

🔍 **cyber security salary** chicago

🔍 **cyber security - chicago jobs**

🔍 **cyber security** chicago

🔍 **trustwave**

🔍 cybersecurity **companies**

🔍 **top cyber security companies**
in chicago

🔍 chicago cybersecurity
conference

🔍 **it security companies** near me

Google >

1 2 3 4 5 6 7 8 9 10

Next

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 ...

Ad · <https://www.triaxiomsecurity.com/>

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.

[Contact Us](#) · [IT Risk Assessment](#) · [About Pratum](#)

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



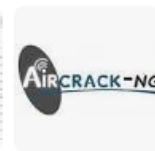
Metasploit Project



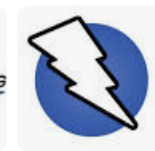
Wireshark



Vulnerability scanner



Aircrack-ng



OWASP ZAP



w3af

See more →

Feedback



network penetration testing companies



network penetration testing jobs

network penetration testing

network penetration testing

How Google Actually Works

How does

Google

decide who ranks first?

Authority

Relevance

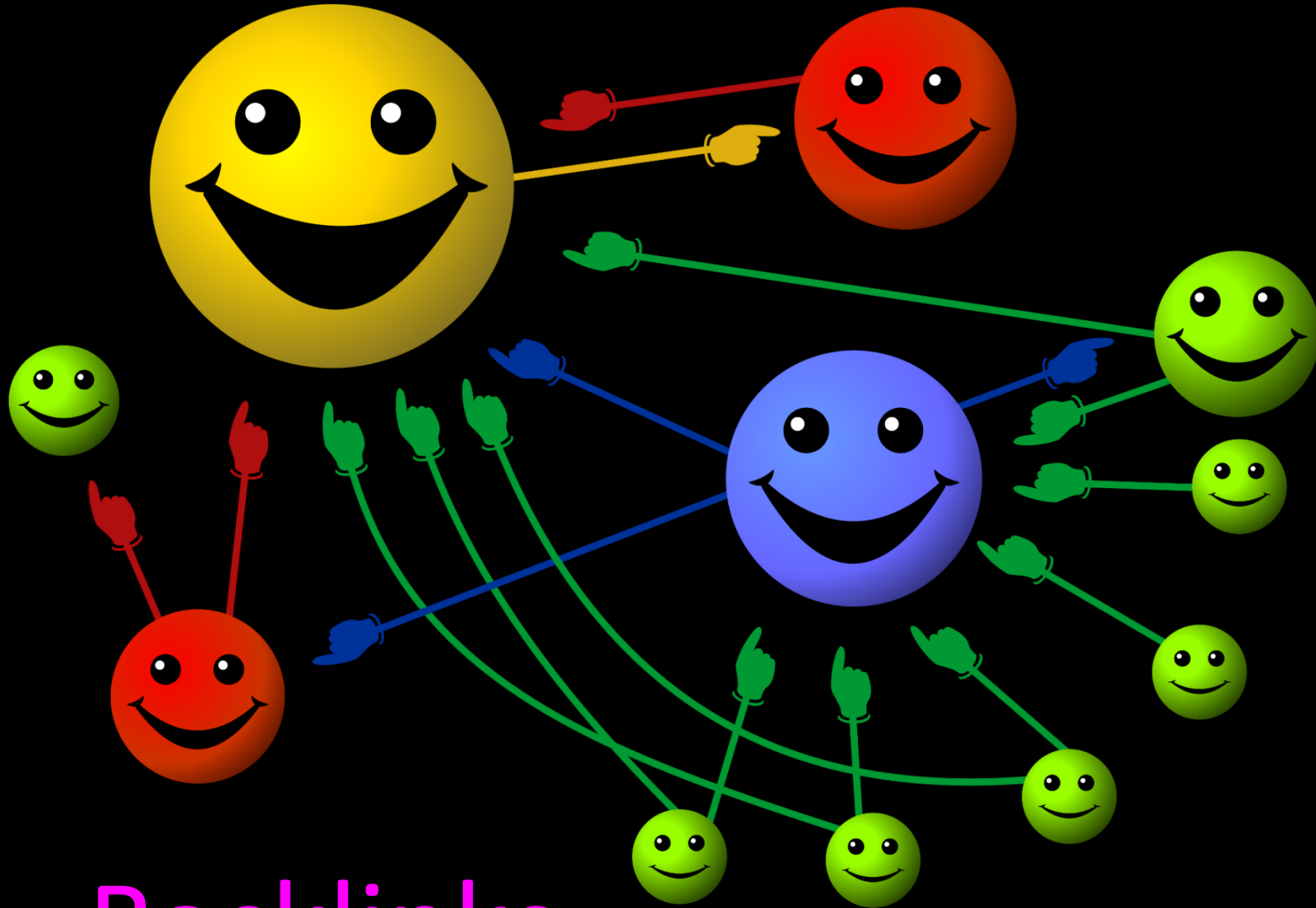
Authority

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

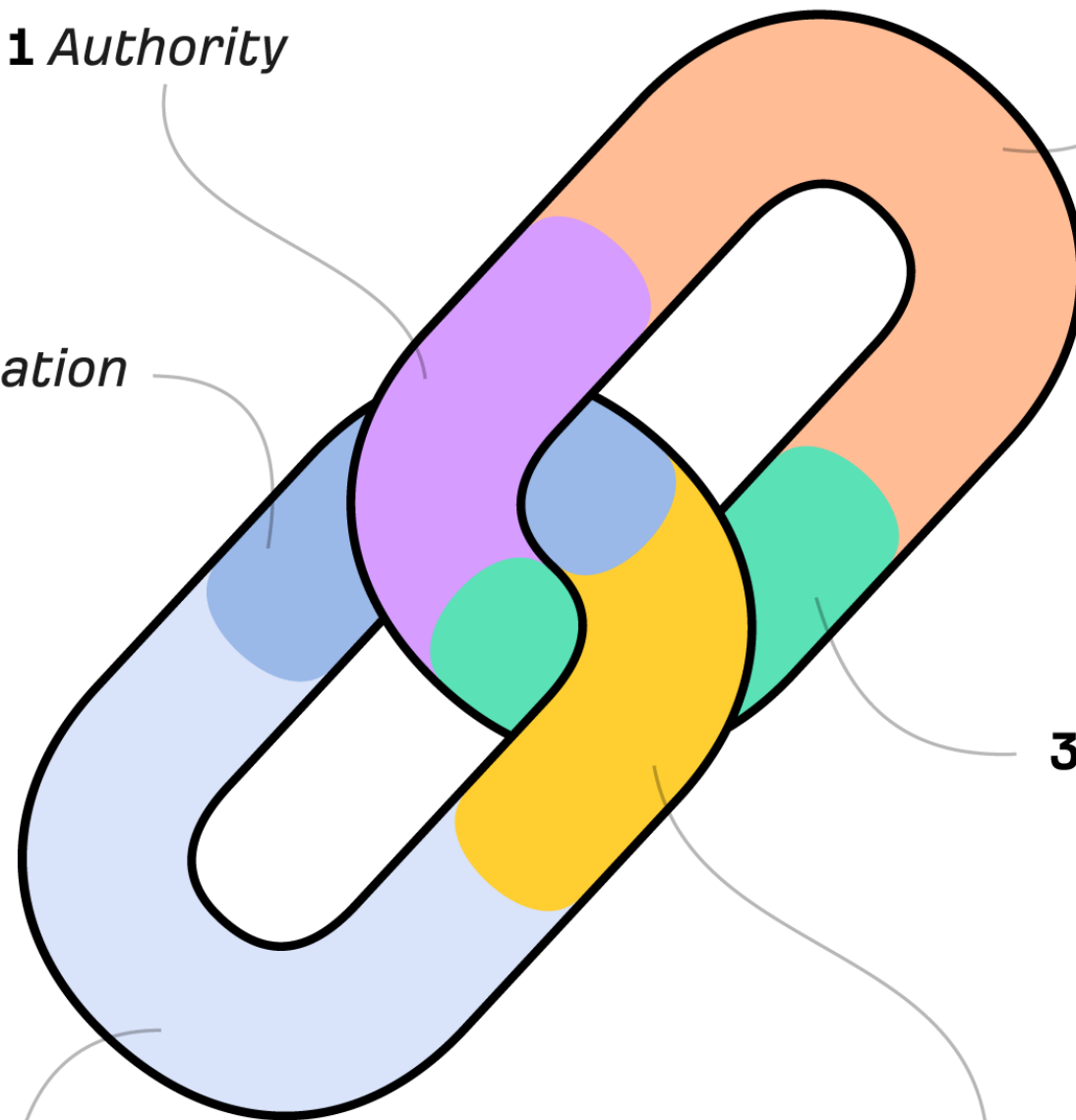
2 Relevance

6 Destination

3 Anchor text

5 Placement

4 Follow vs. nofollow



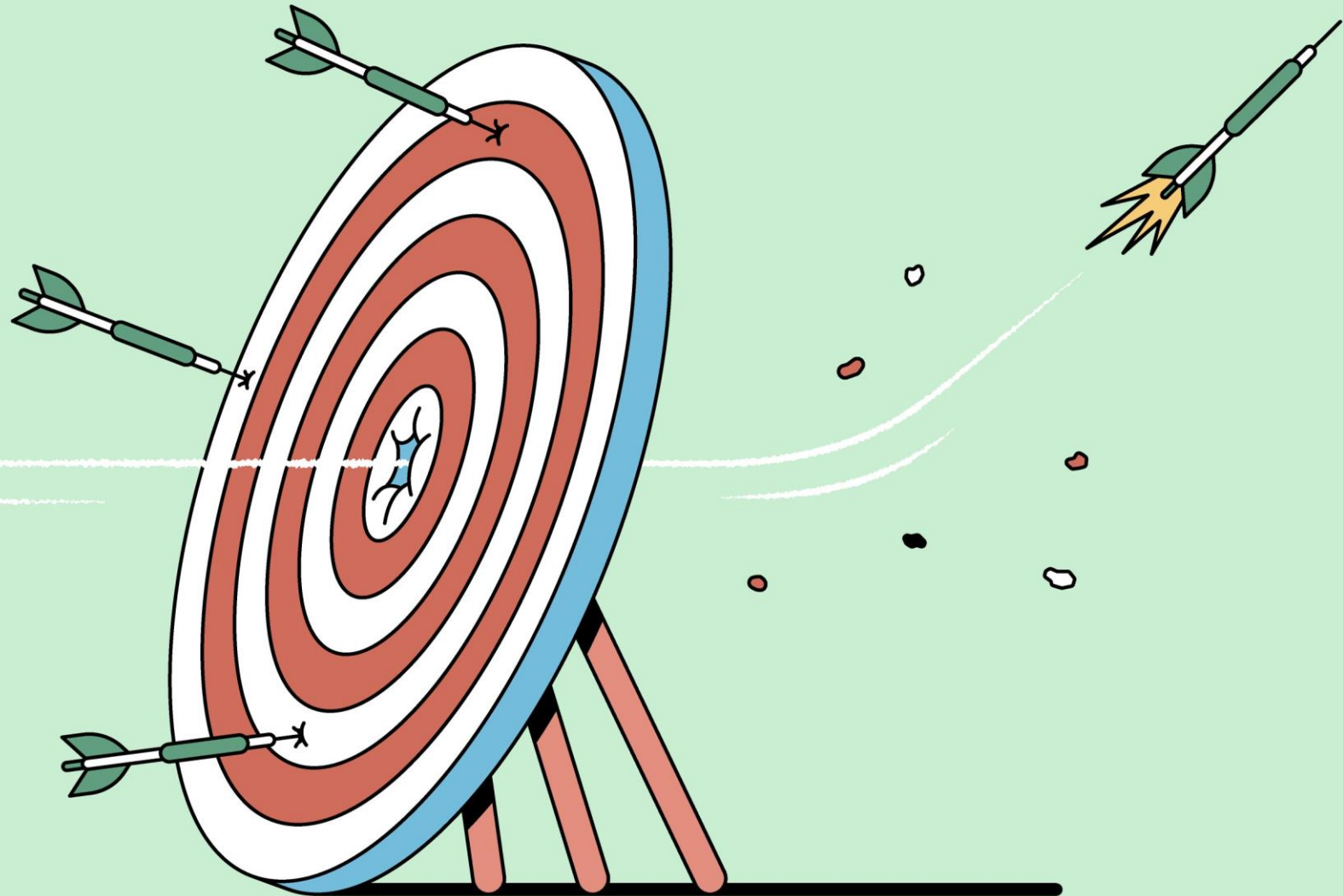
How do I become
relevant?

CONTENT



COMPUTER SYSTEMS
CYBER SECURITY
OPERATING INFORMATION
SYSTEMS
SOFTWARE
SECURITY
CYBERSECURITY
DESIGN
DEFENSE
INTERNATIONAL
BILL
PROTECT
NATIONAL
FLAWS
MANAGEMENT
INTERNET
ORDER
PROVIDE
NETWORK
UNITED
VULNERABILITIES
COMMON
KNOWN
CRITICAL
CYBERCRIME
CONNECTED
POLICY
GOVERNMENT
ONE
MANY
ACT
DATA
ACCESS
WORLD
LEGAL
ISSUES
LEVELS
AIR
PROBLEM
ENSURE
CODE
HIGH
USING
CENTER
IMPLEMENTED
HARDWARE
ANOTHER
CONTROL
ARTICLE
ENGINEERING
FILES
APPLICATION
NEEDED
CAPABILITIES
ATTACK
COMMUNICATIONS
USE
TECHNIQUES
SEGMENTS
CODING
SYSTEMS
SECURE
USED
BASED
STATES
INTRUSION
TECHNOLOGY
MAIN
INFRASTRUCTURE
NEW
SITE
COMPUTERS
PROTECTING
LOSS
WELL
POWER
LEVEL
DEFENSE
INTERNATIONAL
COMPROMISED
HOUSE
INCLUDE
SERVICES
PRIMARY

How do
we target
the right
people?





SEARCH INTENT



Let's examine the motivation of people that are searching for cybersecurity services:



Reasons That Drive Cybersecurity Searches

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

1

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

2

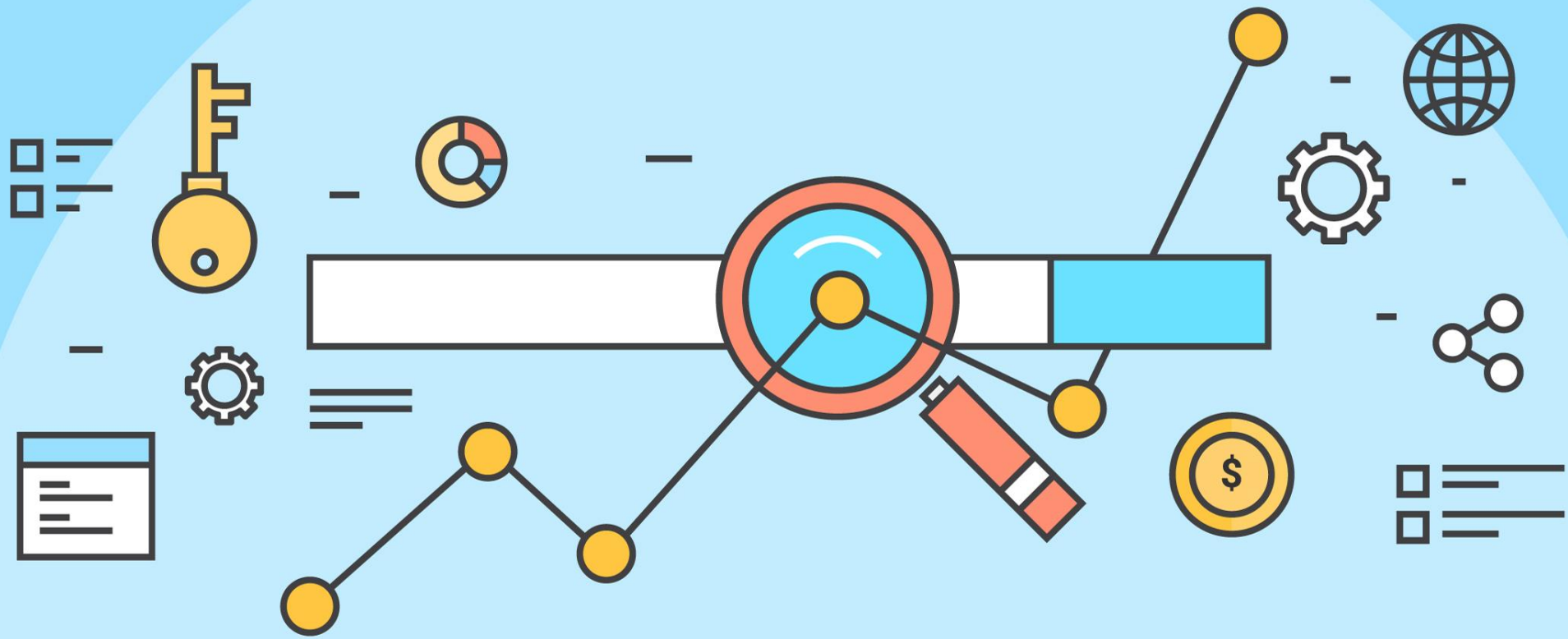
Cyber Insurance Requirement (Lower Premiums / Qualify)

3

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

4

KEYWORD RESEARCH



Create Phrase List





MISTAKE!

MISTAKE!

MISTAKE!

AVOID

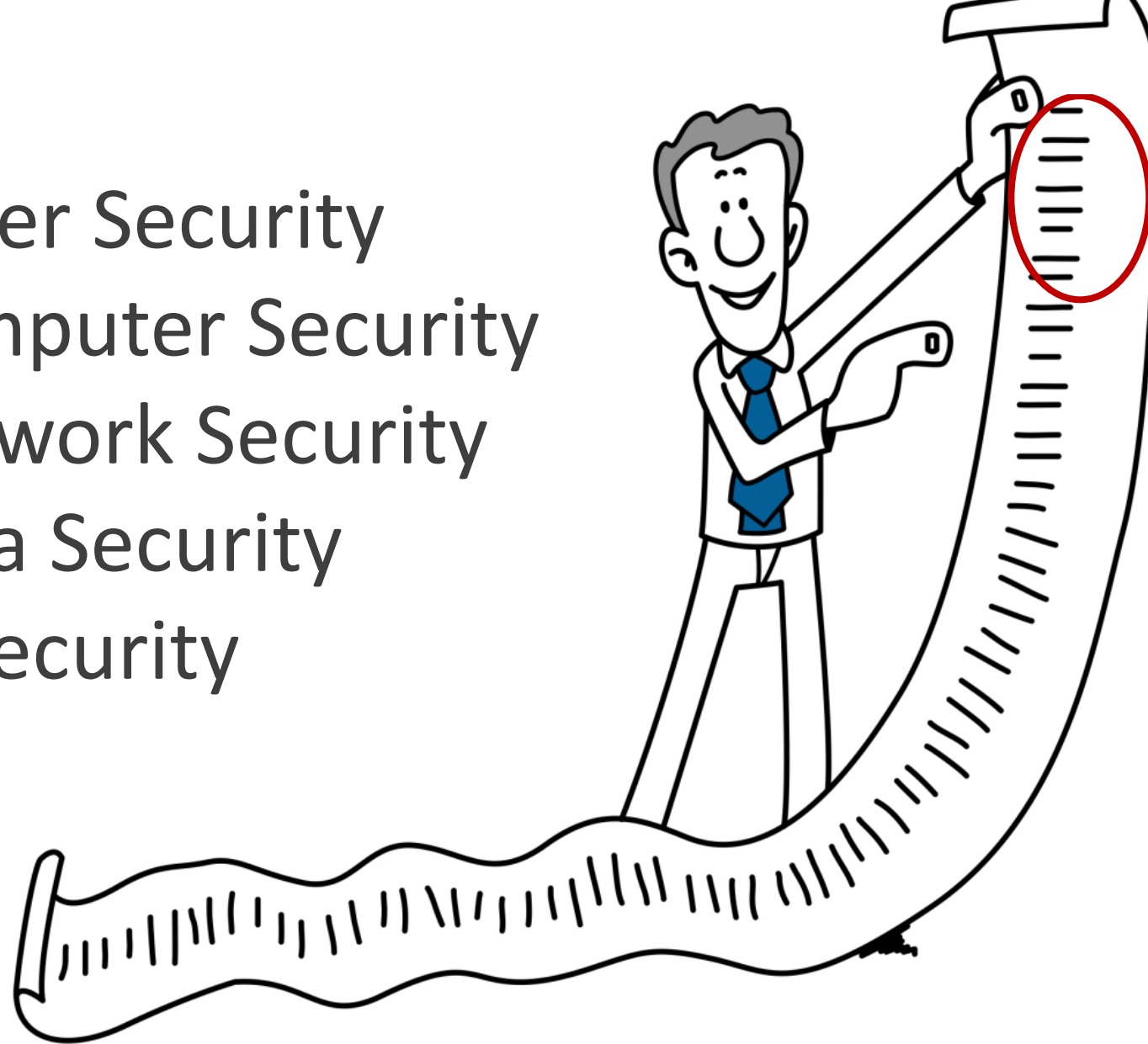


MISTAKE!

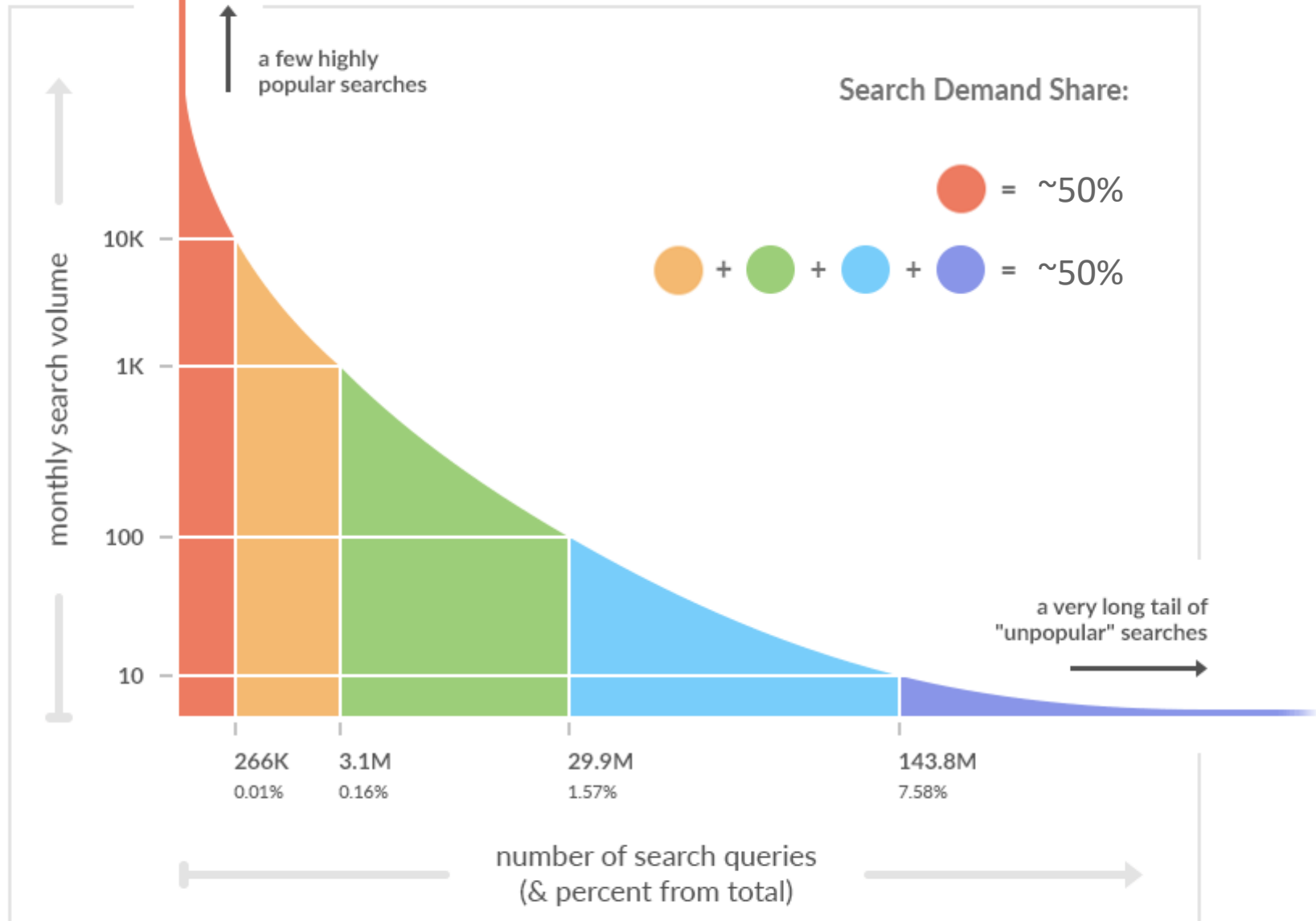
MISTAKE!



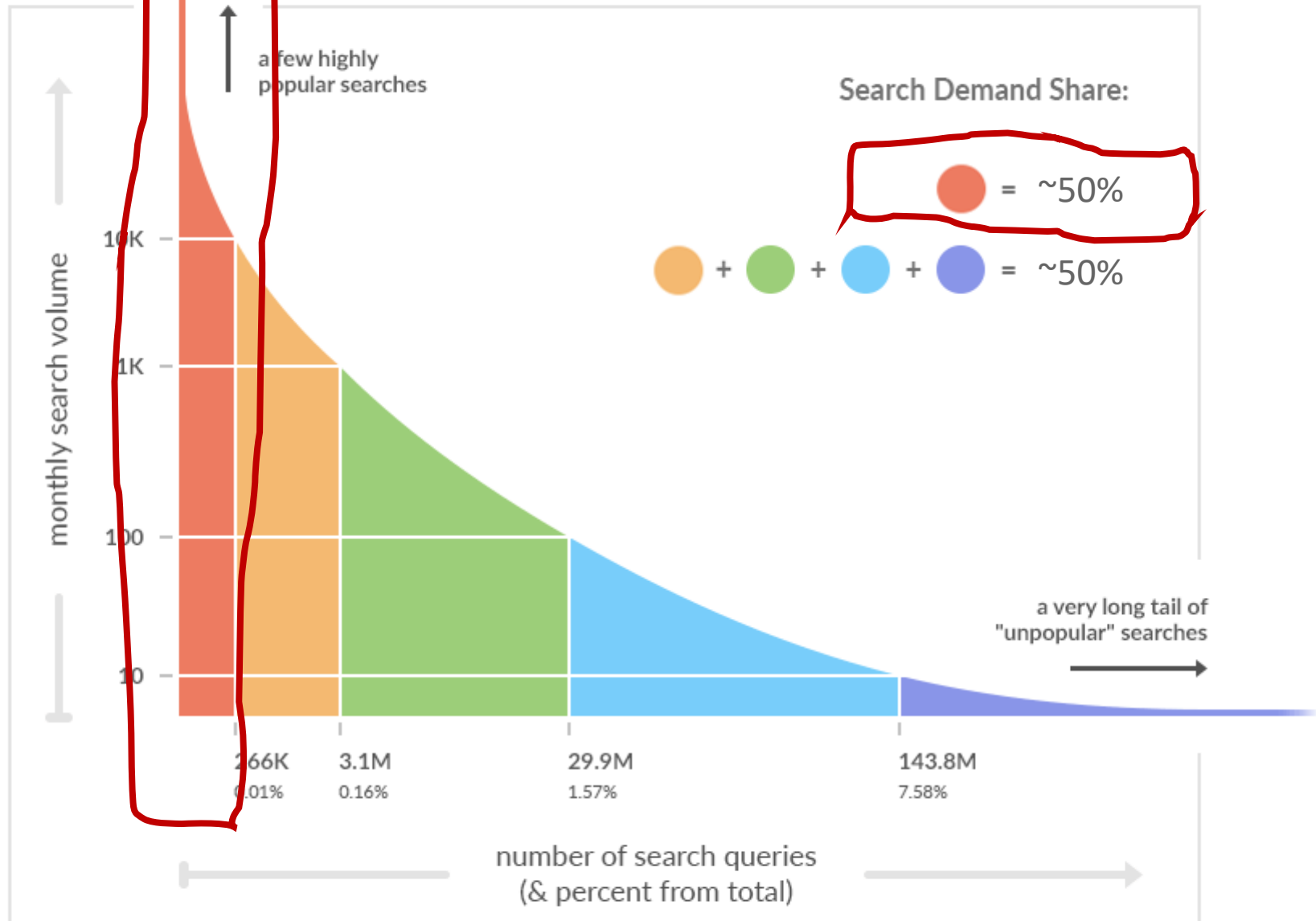
1. Cyber Security
2. Computer Security
3. Network Security
4. Data Security
5. IT Security



The Search Demand Curve



The Search Demand Curve



It's

DESIRABLE



It's

EASY

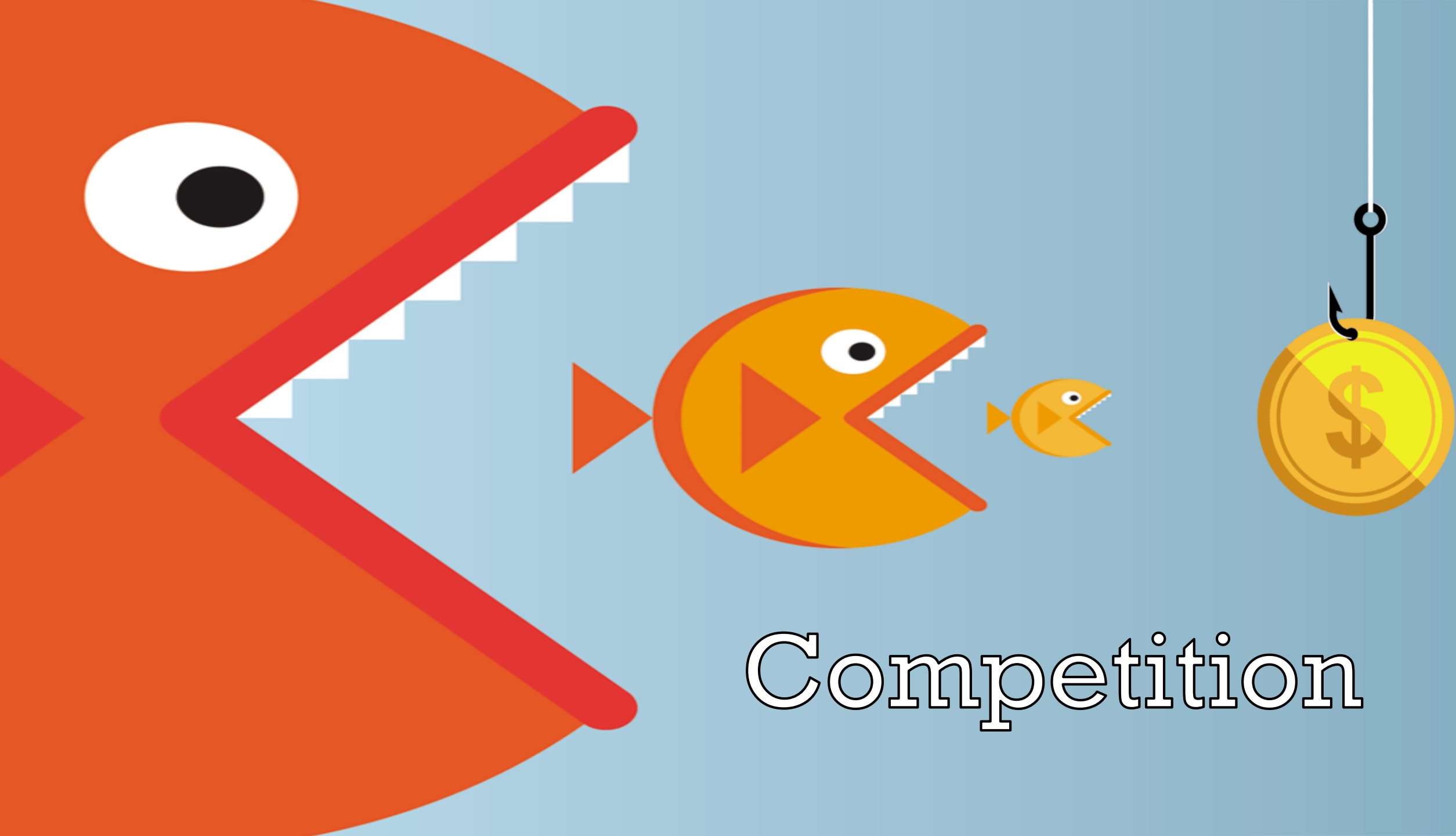


EVERYONE

DOES IT

EVERYONE

DOES IT



Competition

The image features a repeating pattern of small, stylized blue fish with white stripes and large eyes, swimming in a light pinkish-red background. In the center, a white hand is shown holding a fishing hook. The hook is curved and has caught a large, vibrant red heart. The heart is split vertically, with the text 'TOO MUCH COMPETITION' written in white, bold, uppercase letters across its center. The overall composition suggests a metaphor for being overwhelmed by competition in a market or industry.

**TOO
MUCH
COMPETITION**

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 · ...

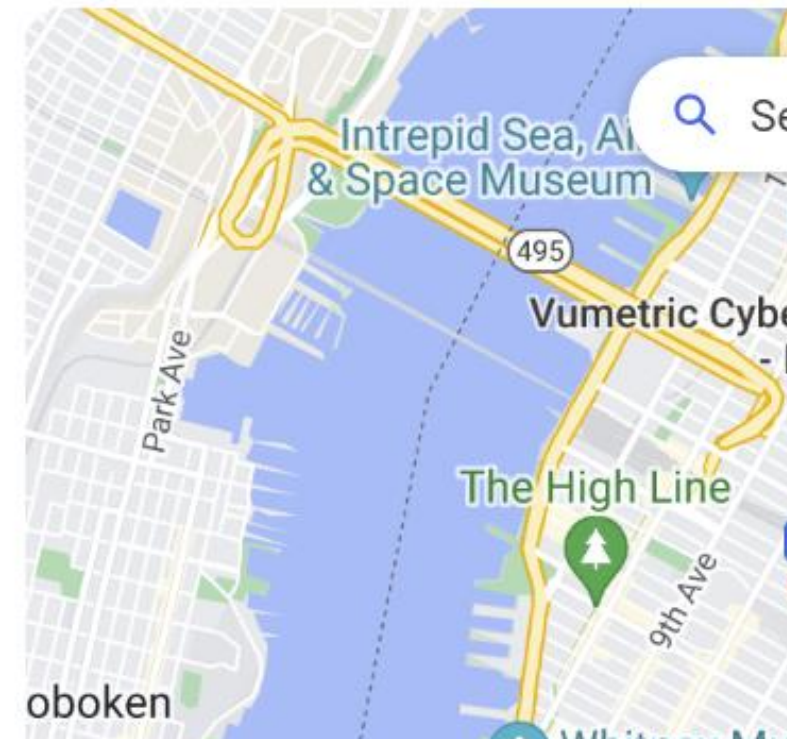
Open · Closes 5PM



Website



Directions





data security atlanta



All

News

Images

Shopping

Videos

More

Tools

About 111,000,000 results (0.56 seconds)

<https://www.clubdrive.com> › services › data-security

Atlanta Data Security Services - ClubDrive Systems

Enhance your **data security** protocols with services from ClubDrive Systems in **Atlanta**, Georgia.

We are a leading provider of managed IT and network services.

<https://atlanticdatasecurity.com>

Atlantic Data Security: Home

Atlantic **Data Security** is skilled in the analysis, recommendation, deployment, and management of all critical components of the security infrastructure. We've ...

[Managed Security](#) · [Security Solutions](#) · [Advisory Services](#) · [Resources](#)

<https://builtin.com> › atlanta › cybersecurity-atlanta

14 Cybersecurity Companies In Atlanta To Know | Built In



IT security chicago



All

News

Images

Shopping

Maps

More

Tools

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

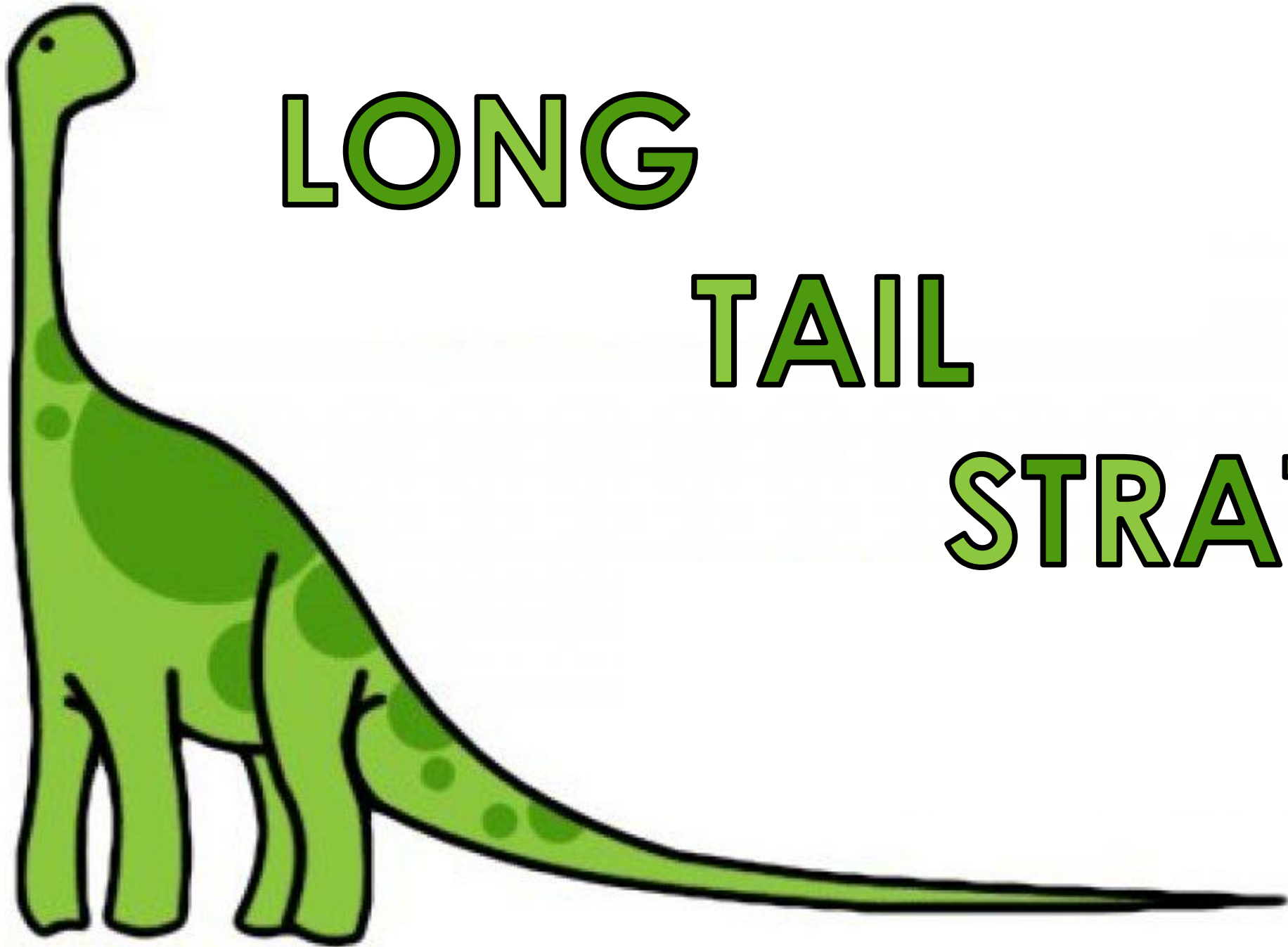
Information Security Office - City of Chicago





WORLD WAR



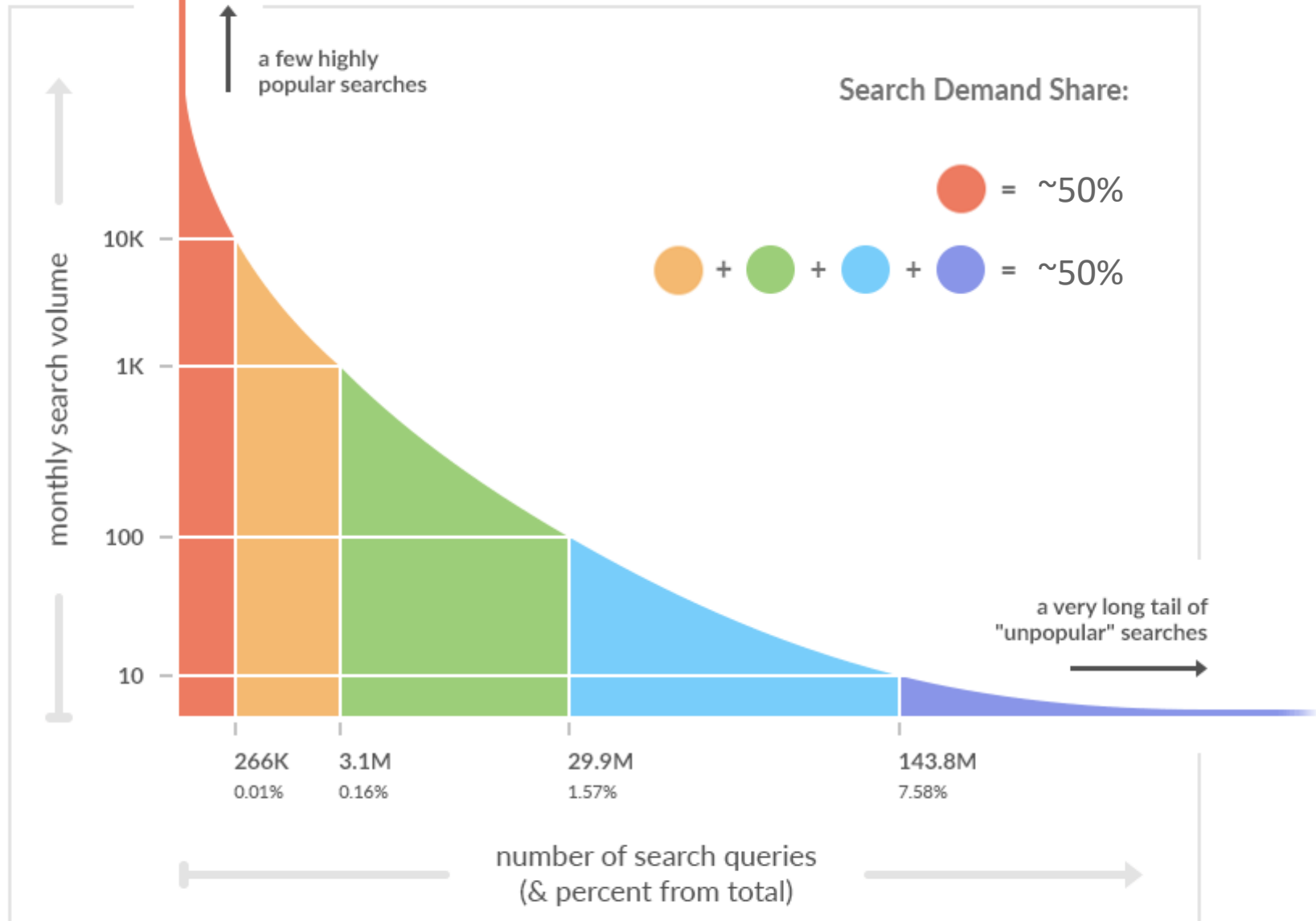


LONG

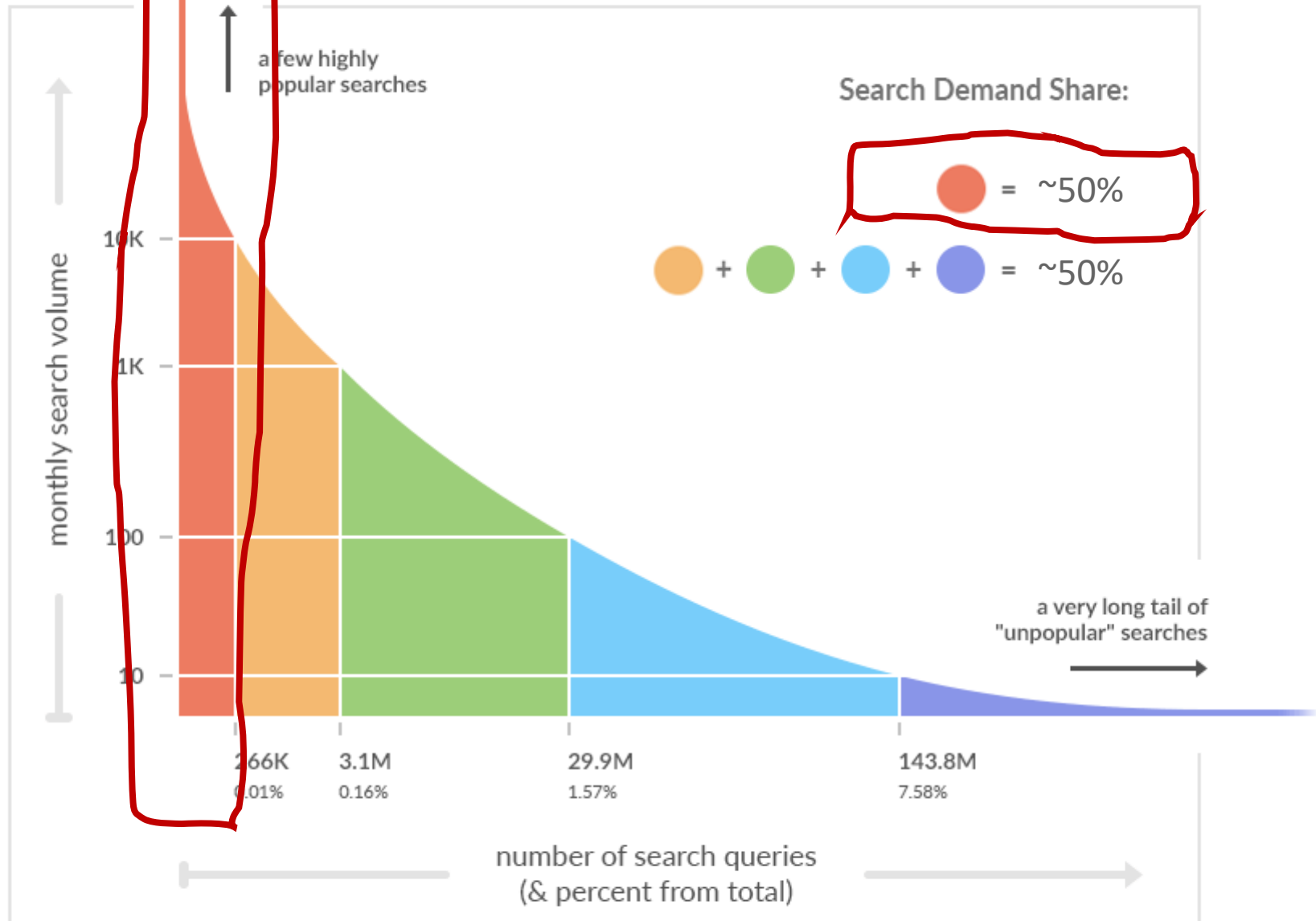
TAIL

STRATEGY

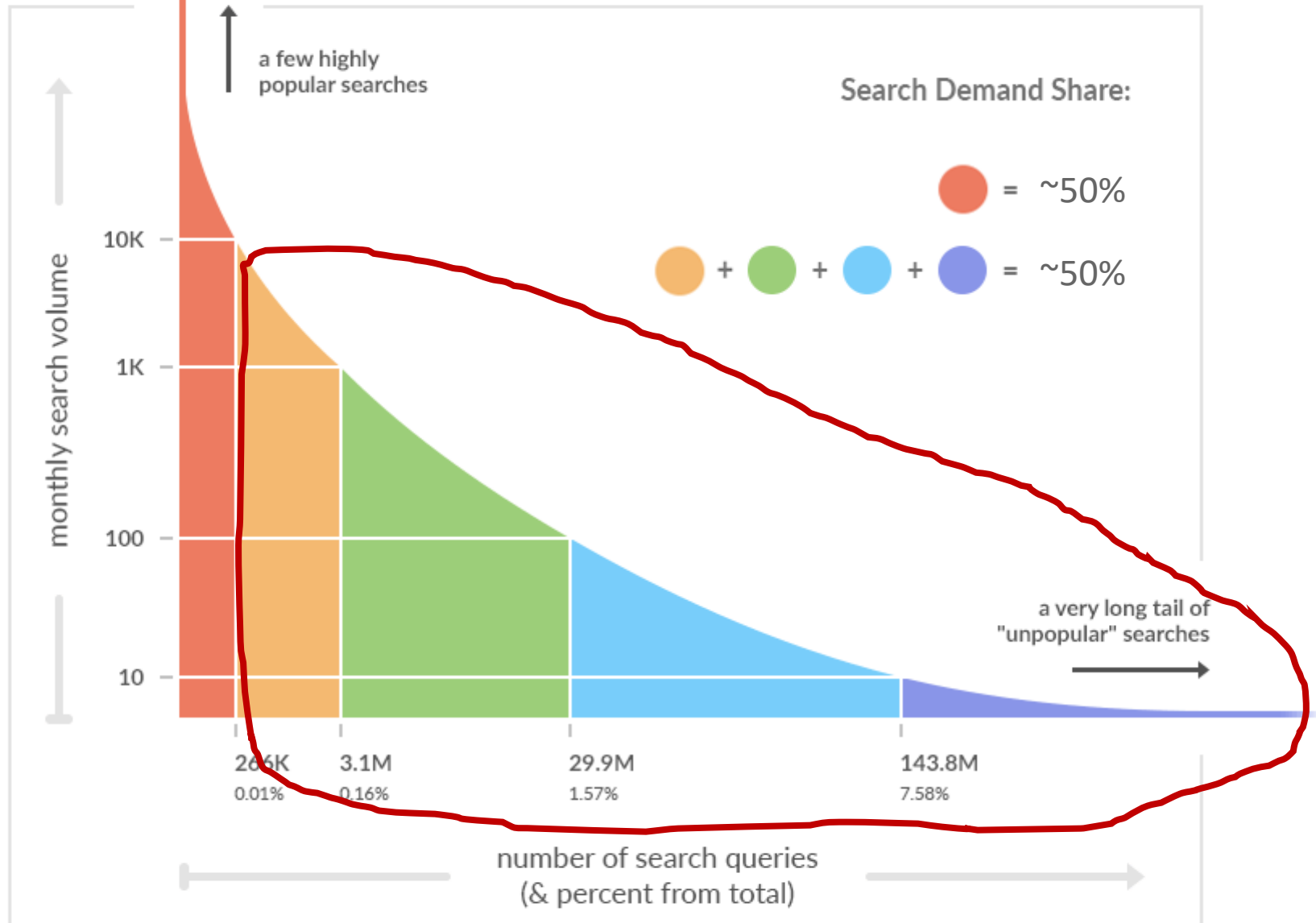
The Search Demand Curve



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.

CONVERSION



HIGH

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



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.

VOLUME



LOW

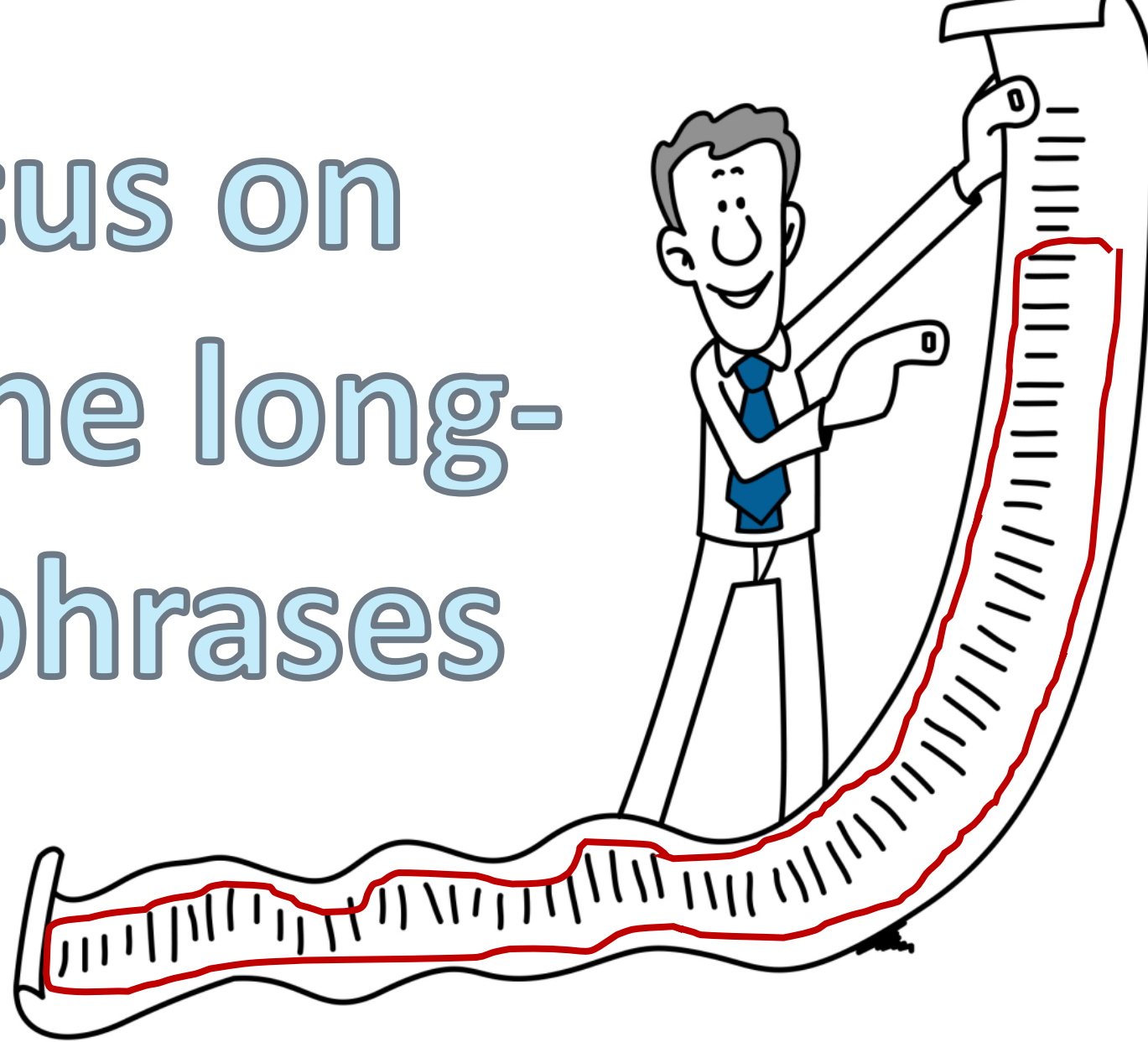
Limited traffic since you're targeting a specific customer with specific content.



SOLUTION



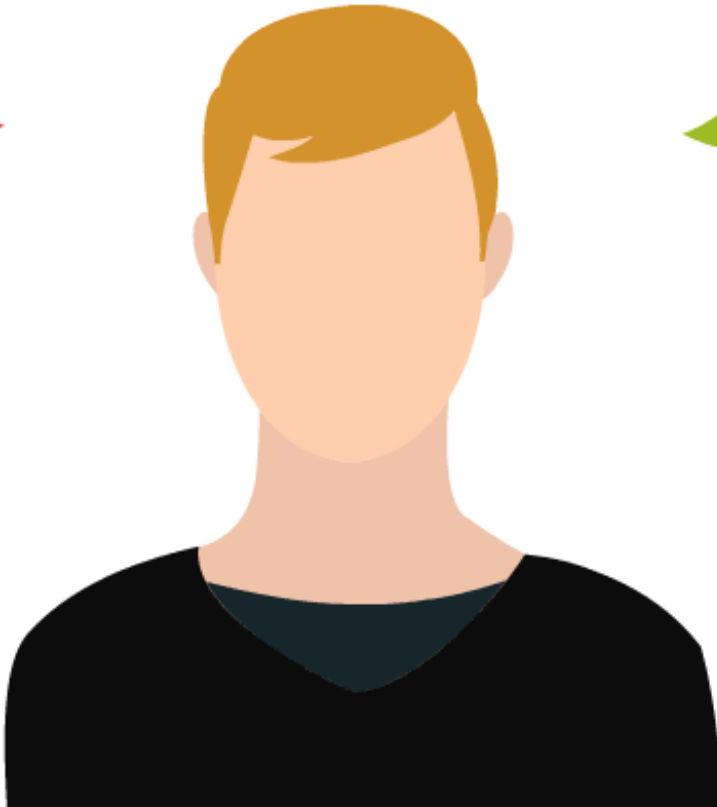
Focus on
ALL the long-
tail phrases



So,
how

many

are
there?



1

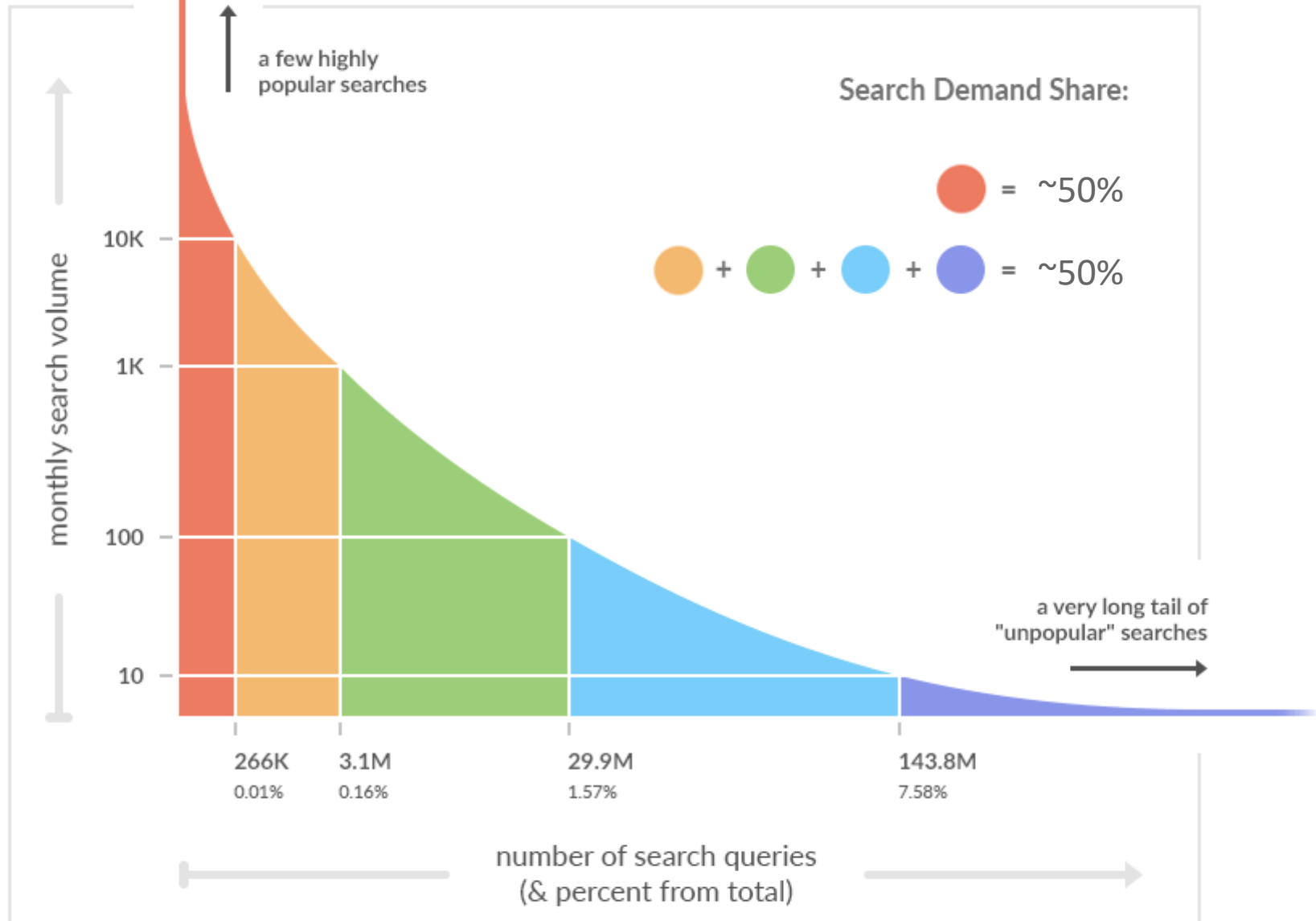
bazillion

(give or take)

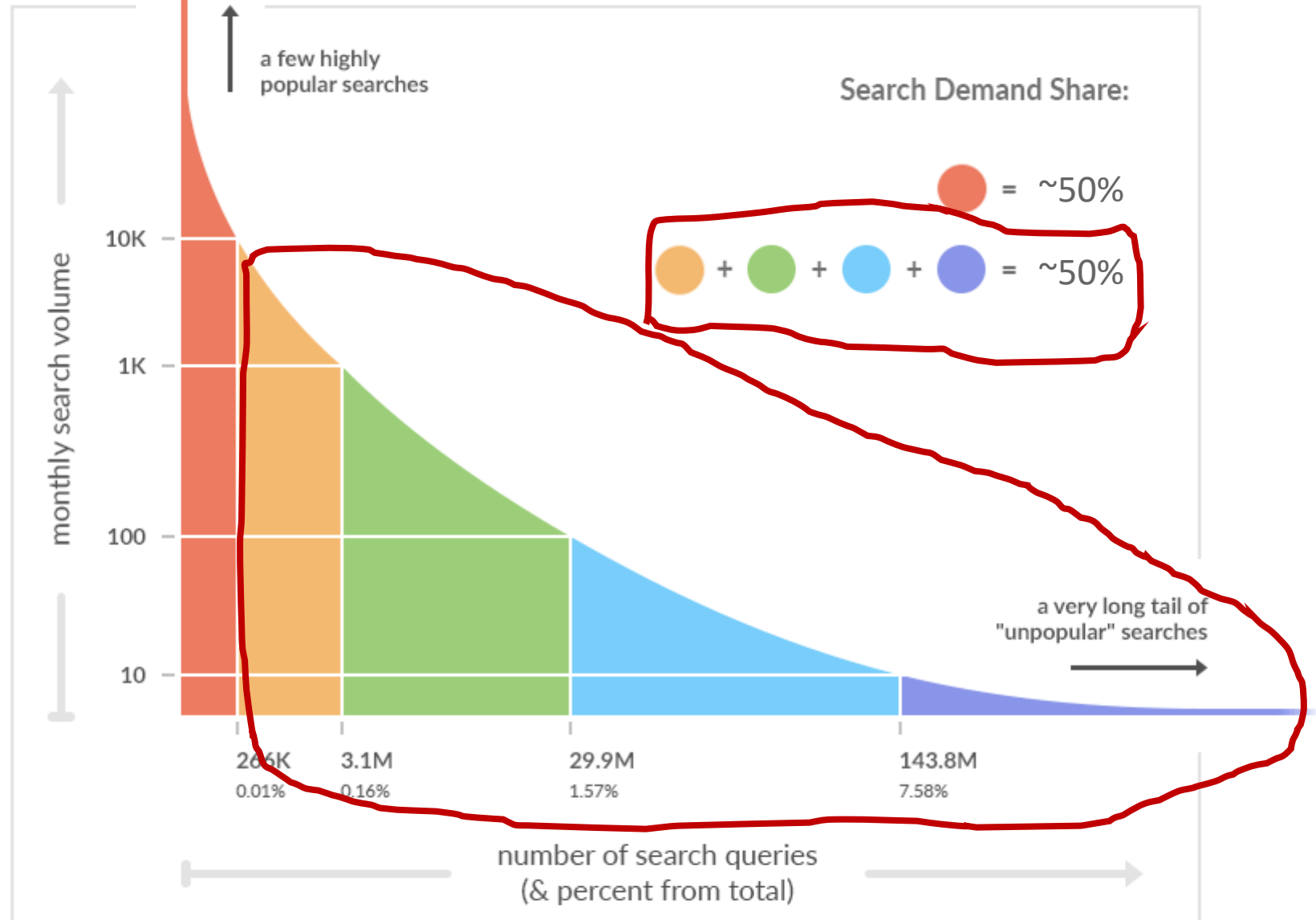
Search Reason + Variations + Location

- 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...

The Search Demand Curve



The Search Demand Curve



Show me the
overall vision.

Does this **really**
bring in leads?



Proof that this really works

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



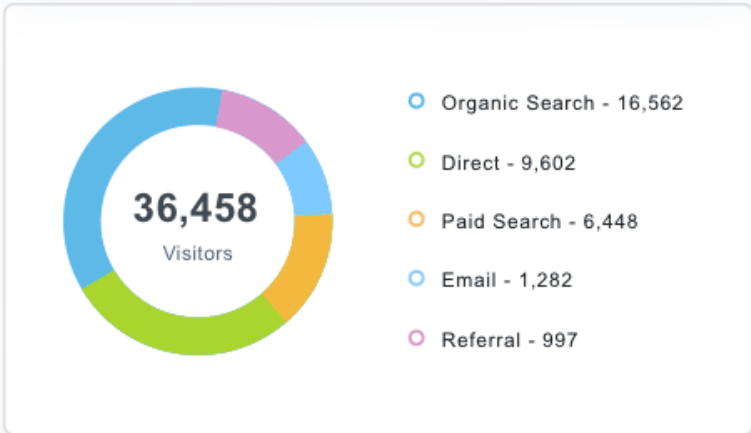


To Do List

1. Pre-Split Analysis*

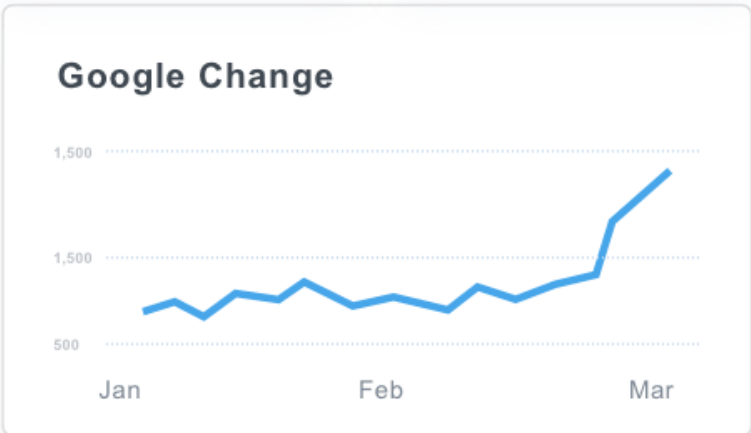
123
Google Rankings

▲ 23%
Google Change



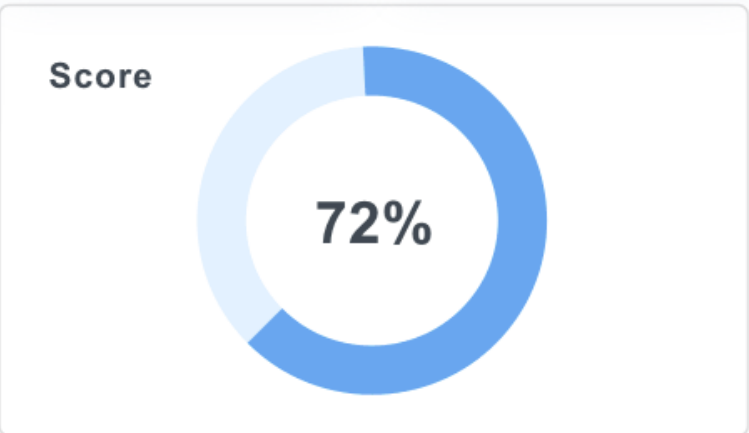
21
Errors

173
Warnings



36,458
Visitors

56%
% New Visitors



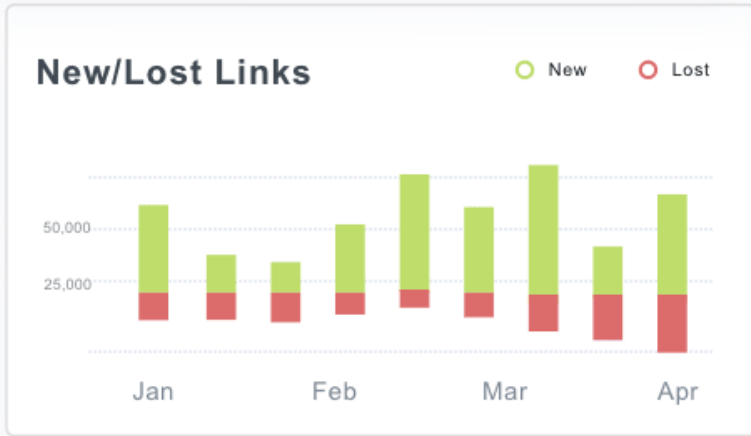
Backlinks

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**

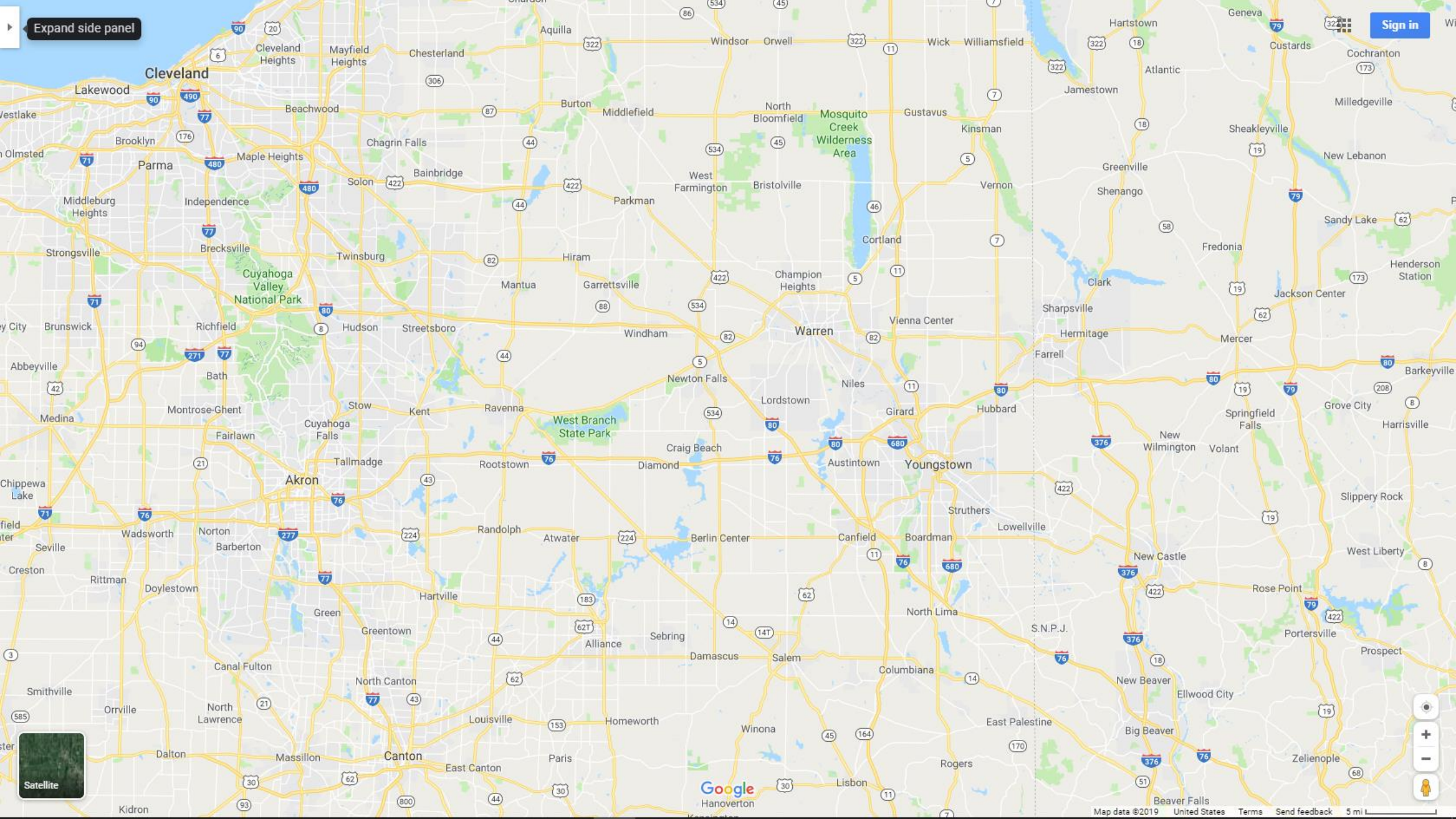


Welcome
to our new website



To Do List

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

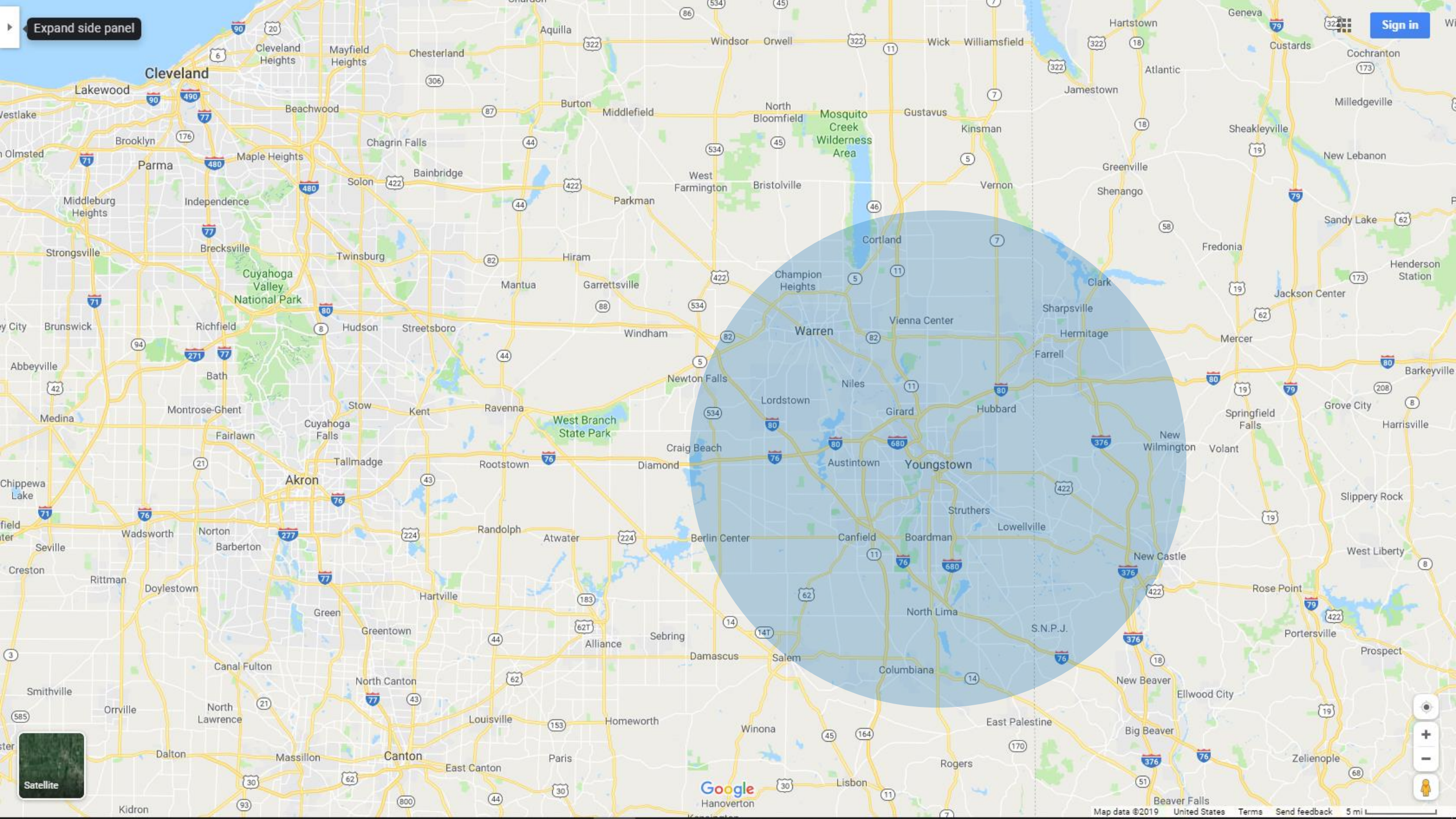


Expand side panel

Sign in



Google
Hanoverton



Expand side panel

Sign in

Satellite

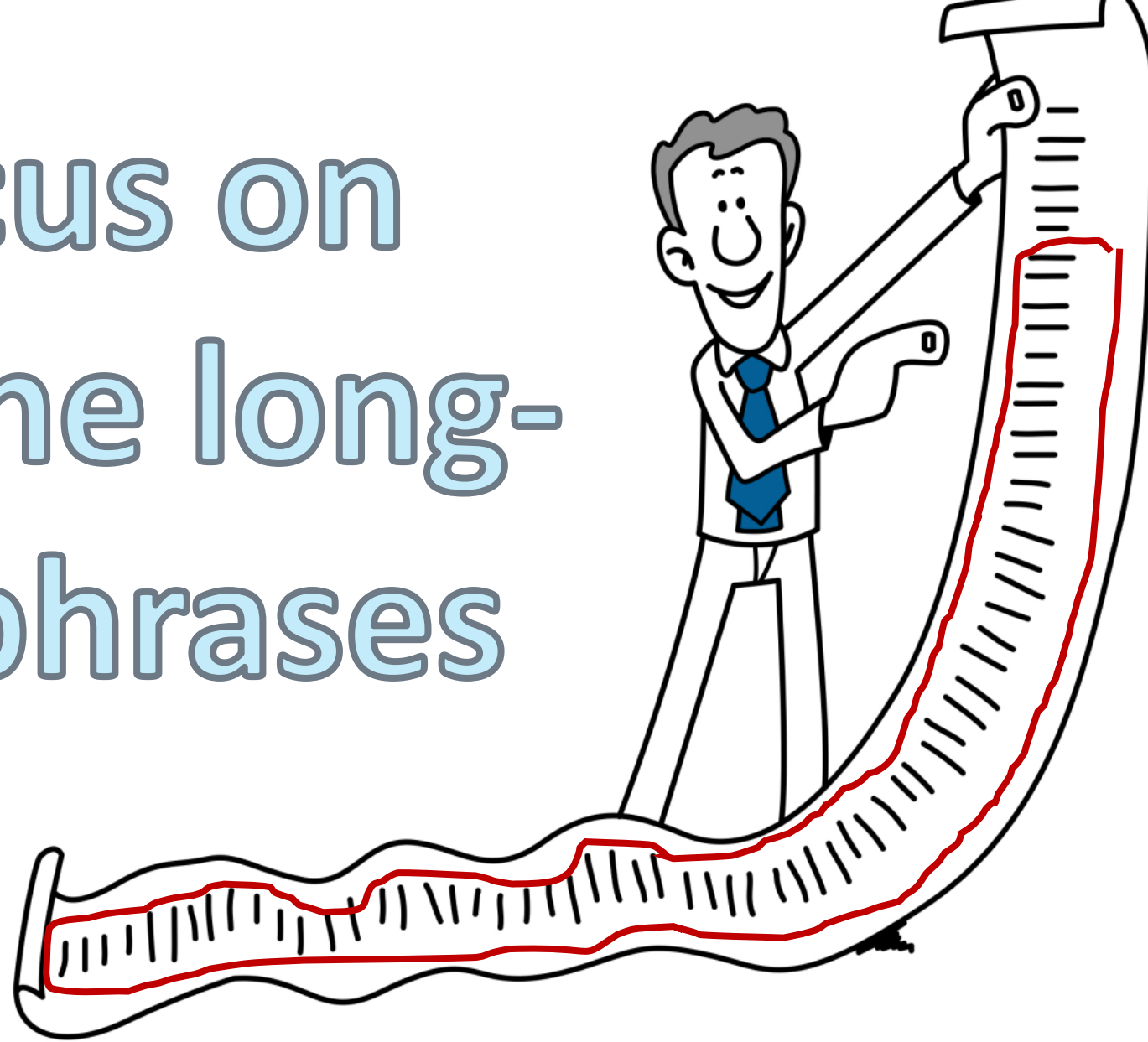
Google
Hanoverton



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**

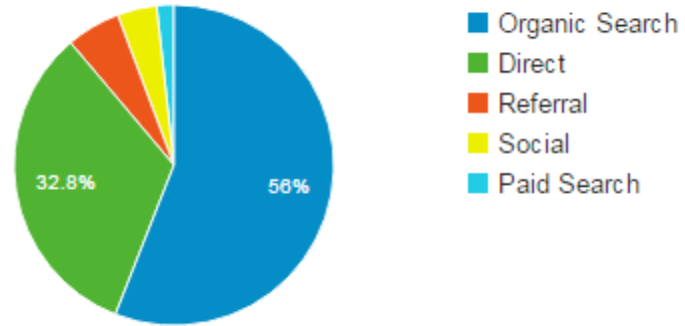


DIGITAL TRACKING TOOLS

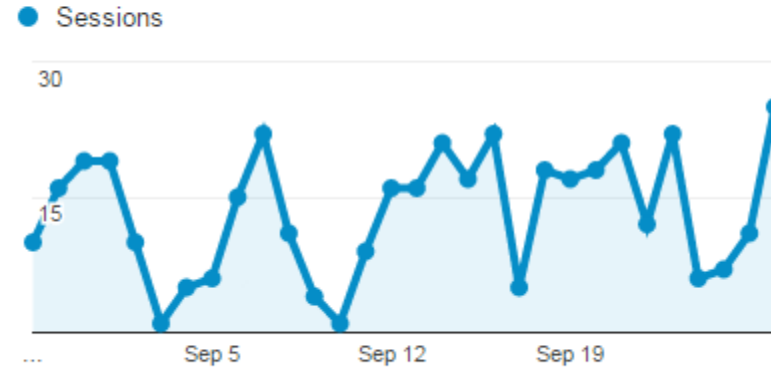


Google Analytics

Top Channels

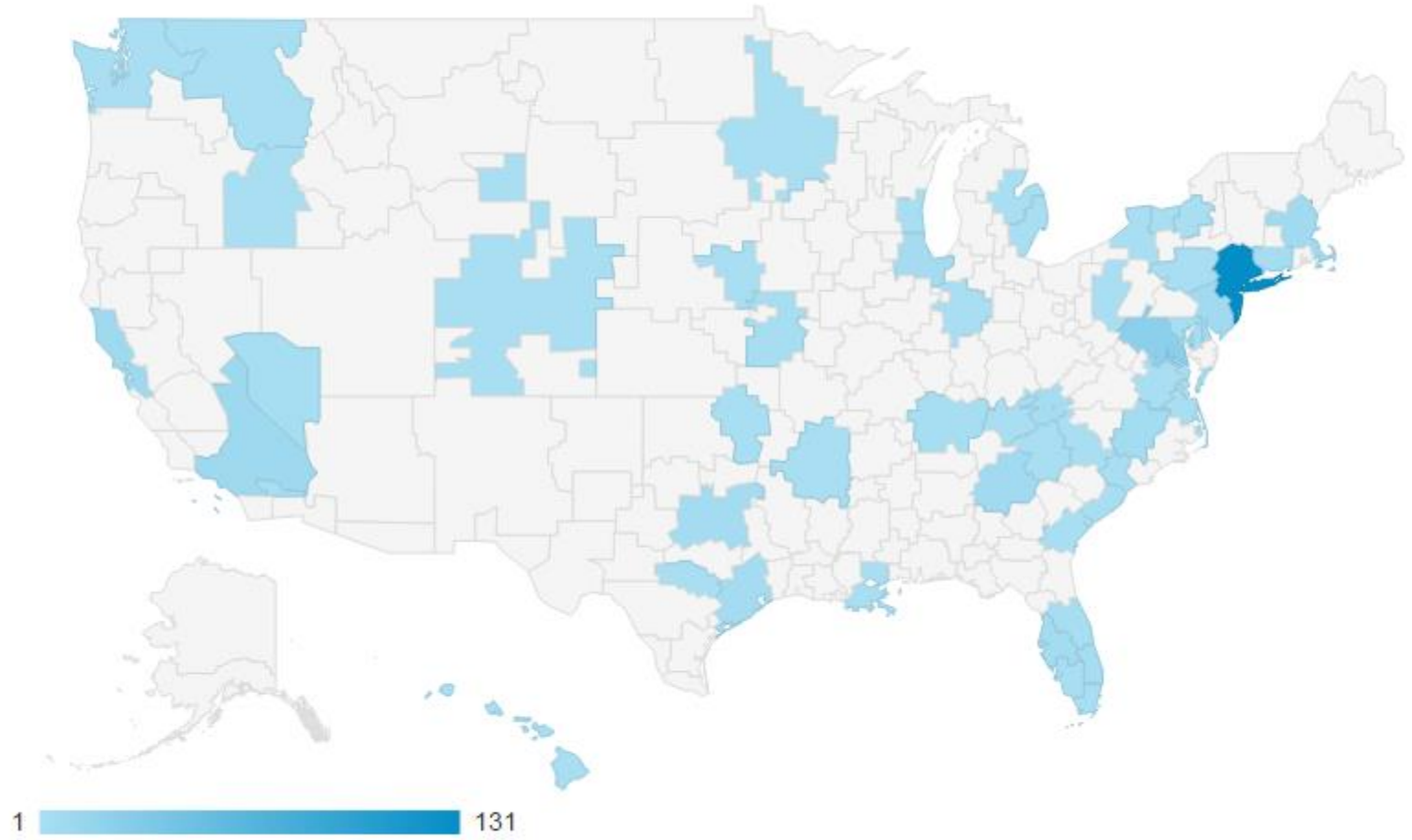


Sessions



	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: 61.33%;"></div>	
2 ■ Direct	132	<div style="width: 32.8%;"></div>		64.39%	<div style="width: 64.39%;"></div>	
3 ■ Referral	22	<div style="width: 5.5%;"></div>		36.36%	<div style="width: 36.36%;"></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: 57.14%;"></div>	

Sessions ▾



Primary Dimension: Region City Metro Other ▾

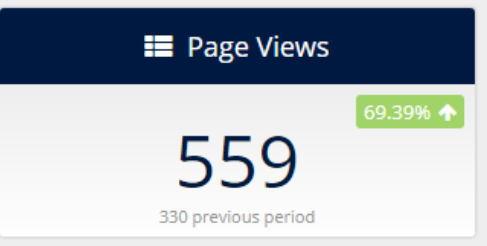
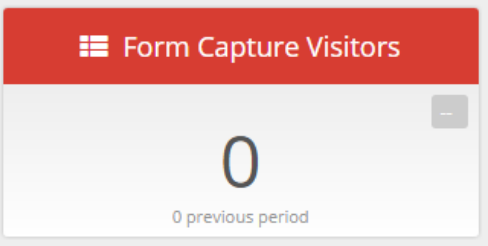
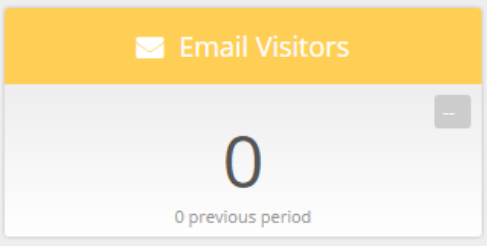
1.	New York	102 (77.86%)	87.25%	89 (82.41%)	64.71%	2.11	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
2.	Stamford	2 (1.53%)	50.00%	1 (0.93%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
3.	Jersey City	2 (1.53%)	50.00%	1 (0.93%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4.	Melville	2 (1.53%)	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

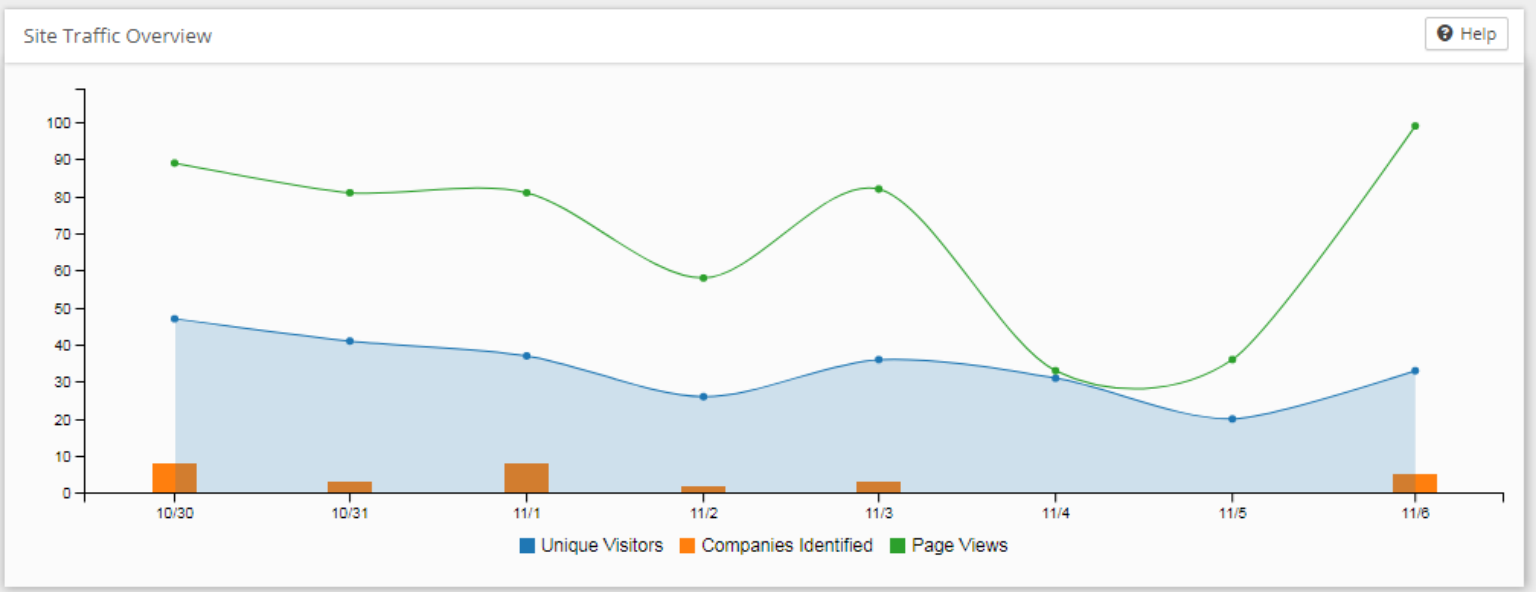
Domain: All Date Range: 10/30/2017 - 11/06/2017 Only Companies Update Dashboard



Latest Visitors

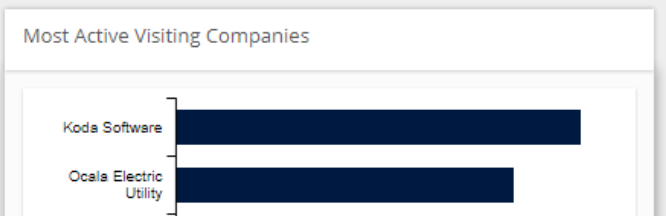
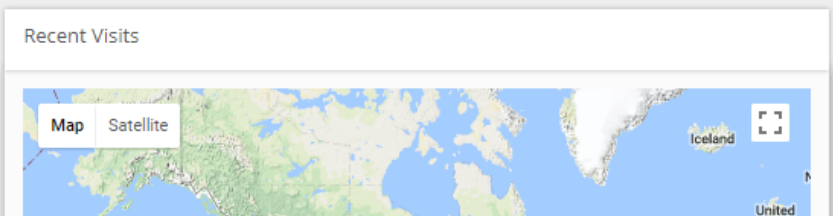
Ocala Electric Utility	11/06/2017 04:19 PM
Lightpoint Colocation & Hosting LLC	11/06/2017 03:54 PM
Koda Software	11/06/2017 03:52 PM
Ocala Electric Utility	11/06/2017 02:21 PM
Koda Software	11/06/2017 01:59 PM

[Show More](#)



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

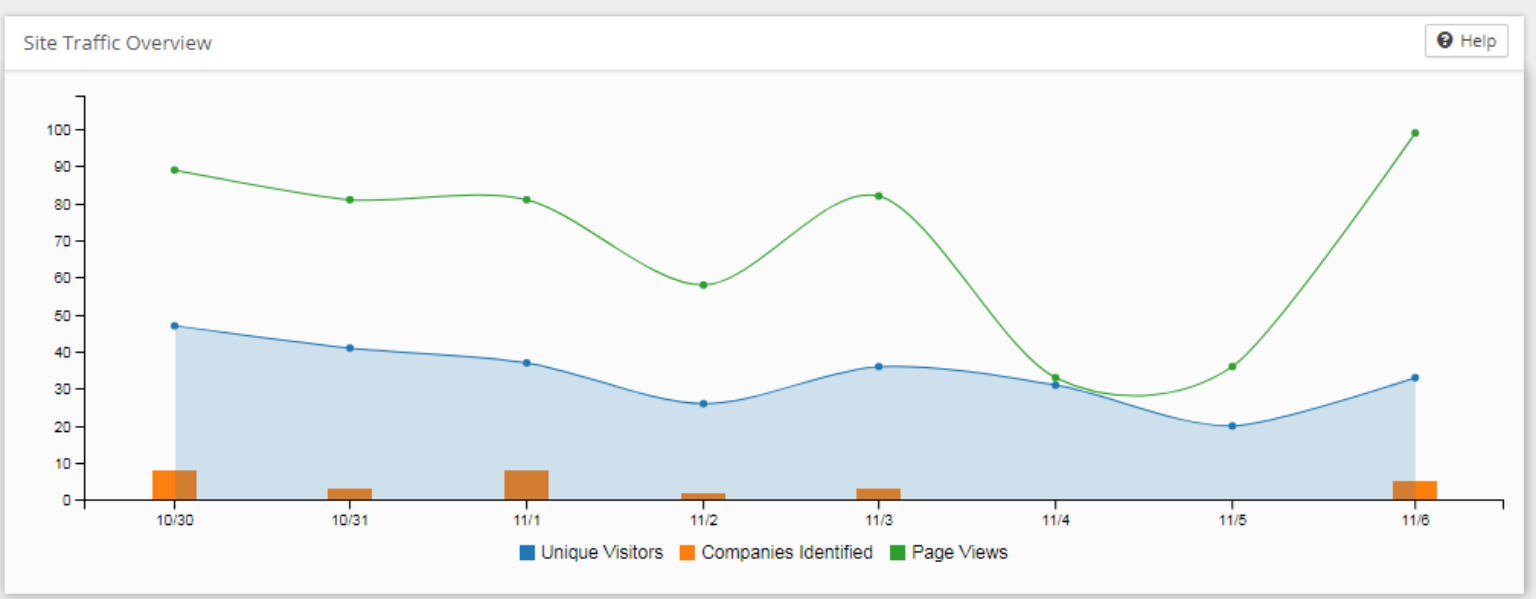
[Lightpoint Colocation & Hosting LLC](#)
11/06/2017 03:54 PM

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

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

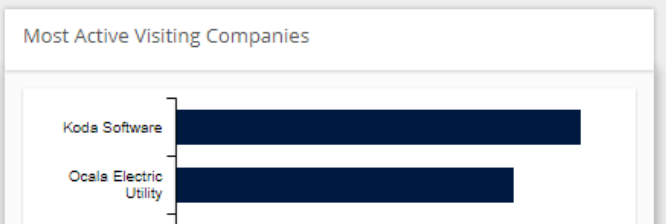
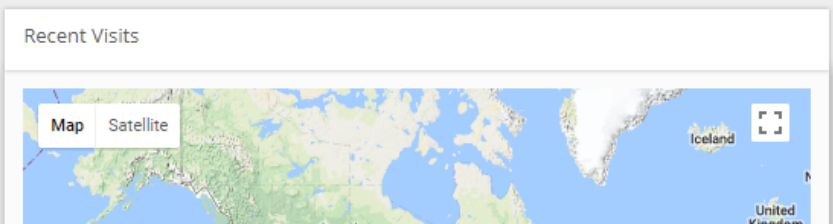
[Koda Software](#)
11/06/2017 01:59 PM

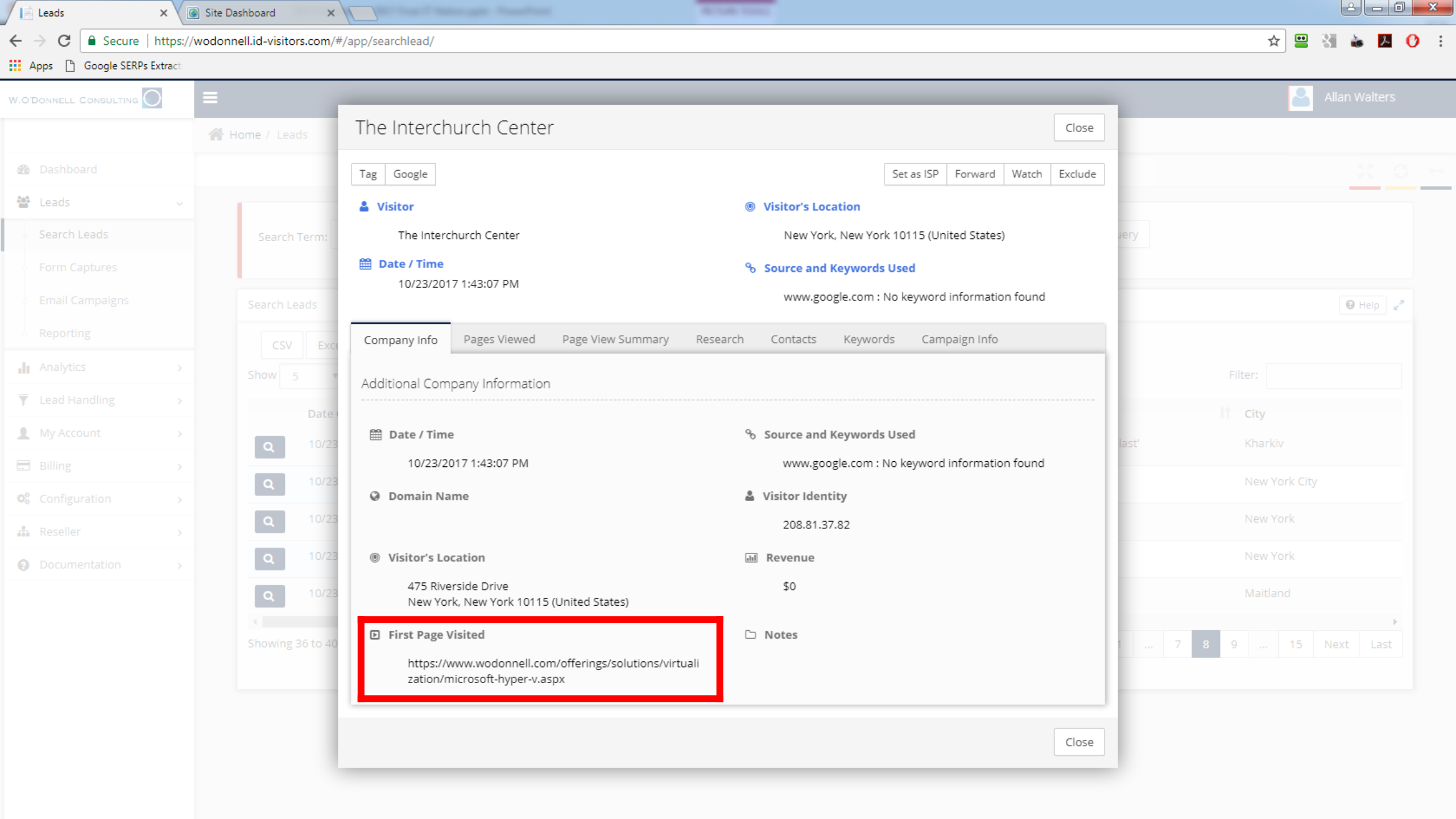
[Show More](#)



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

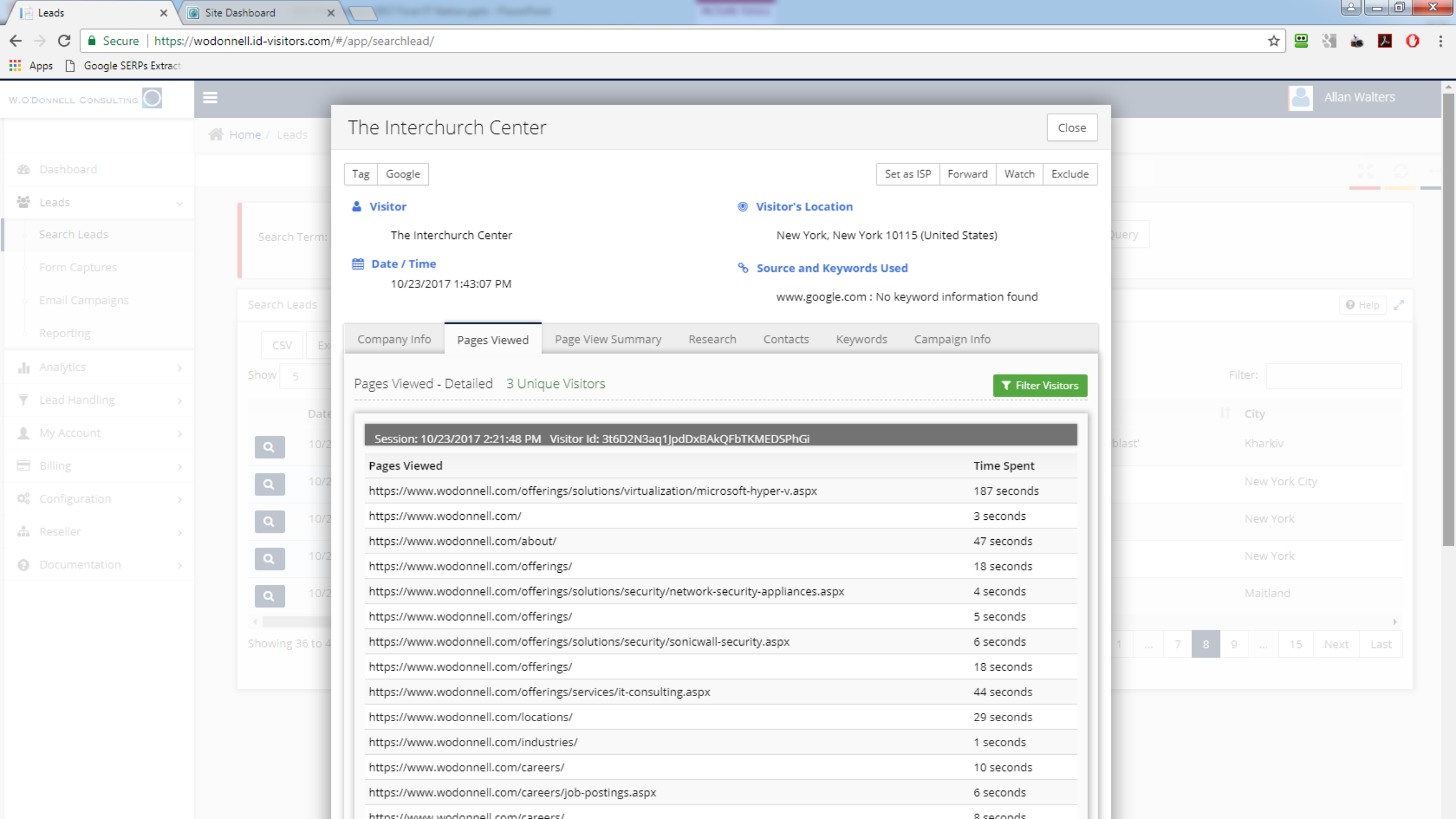
\$0

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

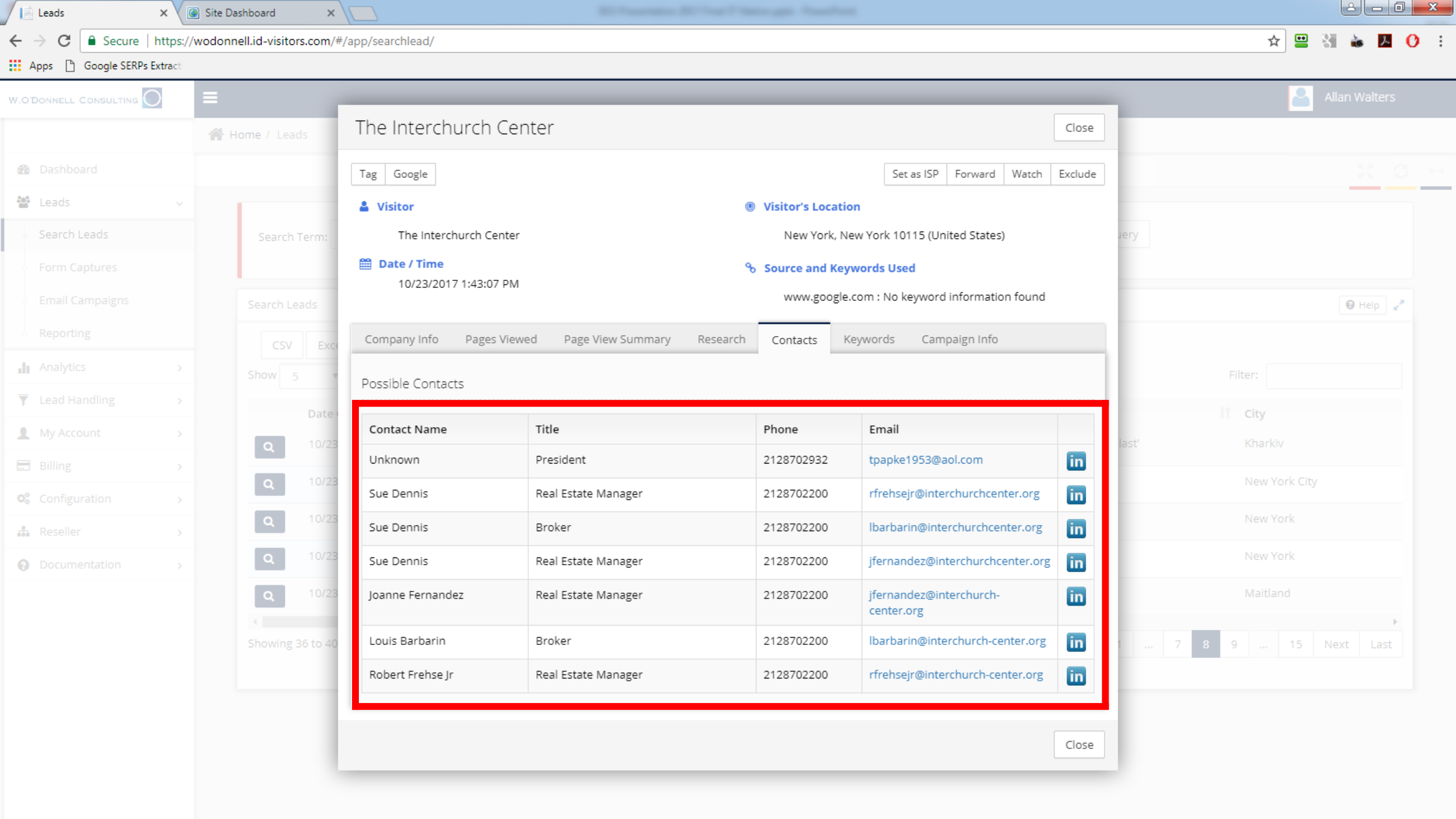
Source and Keywords Used
www.google.com : No keyword information found

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



Columns... Behavior Tag Rules
 Export Rows | Exclude Active Recordings | Last 30 Days | Any Activity

10 Filter By Tags | Filter

	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 184.2.229.44	Click to Tag	2 hours ago		1	8s	/	/	Direct Link	Greenville, Tennessee	Edge	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	Chrome	Apple	Desktop	1				
	Play	CenturyLink 184.2.229.44	Click to Tag	2 hours ago		2	4m	/	/	Direct Link	Greenville, Tennessee	Chrome	Windows	Desktop	86				
	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	Chrome	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				

Showing 1 to 10 of 636 entries
 Previous | **1** | 2 | 3 | 4 | 5 | Next

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

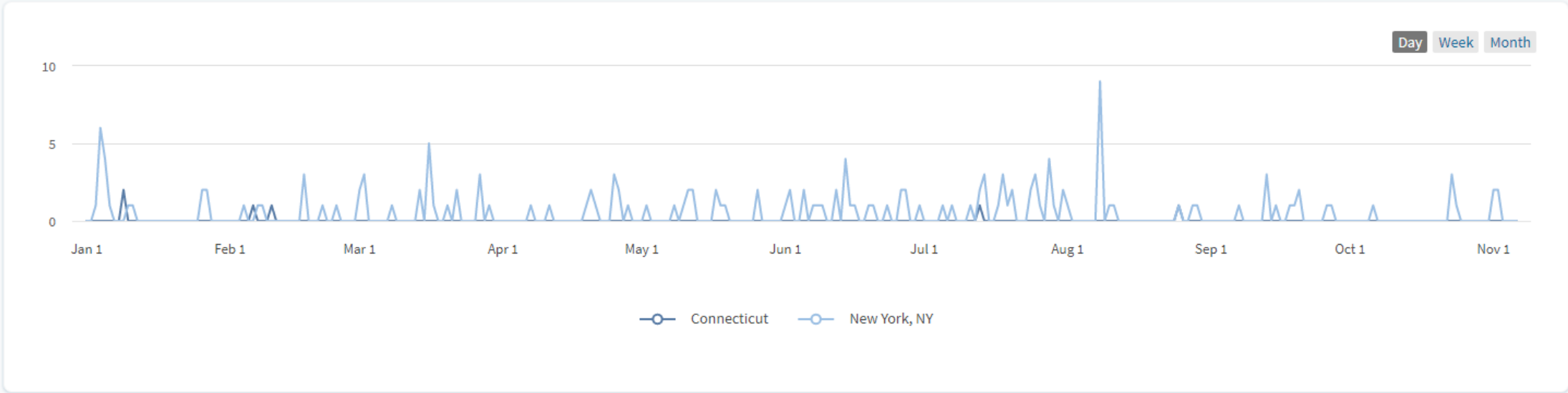
Call Log

W. O'Donnell Consulting, Inc. ▼

1/1/17 - 11/6/17

(1)

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



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 Restauran 661-549-1424	+	
New York, NY 888-988-6919	11/1 10:38am	2m 25s	Urban Restauran 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.





START

FREE PRE-SPLIT ANALYSIS



- Benefit of Attending IT Nation Secure 2023
- You vs. Your Top 3 Competitors, SEO Analysis
- Website Strength Analysis, Backlink Analysis, Comp. Analysis
- Great, Actionable Data





marketing.wodonnell.com/itnation

ANY
QUESTIONS?

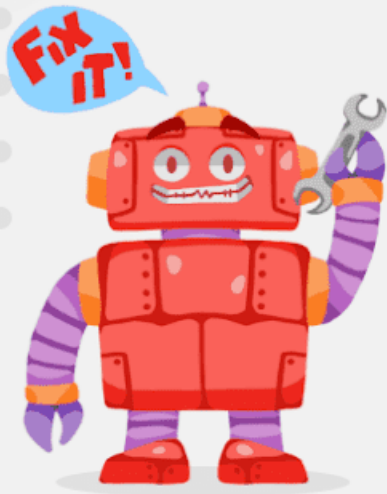


Don't forget to fill out your

SESSION SURVEY

R A F F L E

marketing.wodonnell.com/itnation/



Google

Penalties _____