



MARKETING COMPETITIVE ANALYSIS

Acme IT

acme-it.com

PREPARED FOR

Acme IT

BENCHMARKED AGAINST

4 local competitors

PREPARED

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BY

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1. Executive summary

THE BIG PICTURE

You're in a strong local position – you lead on more of what we measured than you trail on. The businesses you compete with aren't running away with it, and nothing here points to a broken reputation. The work ahead is mostly about being easier to find and easier to understand, so more of the right buyers reach out on their own.

Acme IT leads its local field on 5 measure(s) and trails on 2. We found 1 open opportunity(ies) and 1 competitive threat(s). Your closest rival is Cobalt Networks.

KEY TAKEAWAYS

- You're ahead on Ahead of the local field on security & compliance signals (leads the field).
- A competitor has pulled well ahead on hiring presence (indeed).
- No competitor owns service breadth – an opening to win it.
- Your SEO health is Fair.

YOUR CLOSEST RIVAL **Cobalt Networks** cobaltnetworks.com – the competitor beating you on the most measures. Watch this one most closely.

2. How to read this report

How to read this: this report is built to take you from the basics to the advanced, in order – each section teaches the idea first, then shows your own numbers.

- We score you from **0 to 1** on each measure (higher is better) and compare you against the local competitors we found near you.
- Every problem is tagged **HIGH / MEDIUM / LOW** by how much it's costing you – in customers and dollars, not by how easy it is to fix.
- Every finding tells you **what we found, why it matters**, and **how to fix it**. Unfamiliar terms are explained in the Glossary.

3. Getting found, then getting trusted

Before anyone buys, they have to find you — and then trust you

Marketing has one job: turn a stranger who needs IT help into a customer who calls *you*. That happens in two steps, in this order.

First they find you. When a business owner two towns over types "IT support near me" into Google, does your name come up? If it doesn't, nothing else on your website matters – they never see it. This is your **search visibility**, and for most MSPs it's close to zero.

Then they trust you. Once they land on you, a strong site, real reviews, and a claimed **Google Business Profile** tell them you're the safe choice. A great site nobody can find, or a findable business with no proof it's any good, both lose the deal.

The rest of this report walks that path – get found, then get trusted – from the basics up to the advanced moves your competitors haven't made yet. We lead with what you're doing well, then show exactly what's costing you calls and how to fix it.

4. Your health score & where to focus

Think of this as a single health check for how your business shows up online – one score out of 100, built from a dozen signals buyers notice. It's a yardstick: fix the areas below, re-run this later, and watch the number climb.

71 / 100

STRONG

You sit at the top of your local field.

Roughly **+3 points** are within reach by shoring up the areas below.

Where to focus first

Hiring presence (Indeed)

today: still developing

Keep active, recent job postings across delivery and go-to-market roles – visible hiring signals growth and stability to prospects.

These feed into your prioritised plan later in the report, sequenced with everything else by the payoff for the effort.

5. Where you stand against local competitors

How to read the scoreboard

We found the businesses competing for the same customers you are – your **field** – and scored everyone the same way, so the comparison is fair.

Most measures are a **maturity score** from 0 to 1: how complete and strong something is versus the best in your field. A 0.80 website isn't "80% good" in the abstract – it means you're near the top of *your* local market on that measure. A few measures are plain counts (reviews, pages) or ratings (your Google stars).

For every measure you'll see three numbers that matter:

- **You** – your score.
- **Field median** – the middle of the pack. Beating it is table stakes; trailing it is a leak.
- **Leader** – the best in your field, named, so you know exactly who set the bar.

Read it top to bottom. Where you lead, protect it. Where you trail – especially where one rival has pulled far ahead – that's where customers are quietly choosing them over you.

Your served territory covers roughly 250,000 people across 42 ZIP codes within about 30 miles of your base, in a suburban market – a solid local economy. That's the pool your local marketing is competing for.

Knowing the size and strength of your market turns your local visibility into a number you can act on: a large, healthy territory where you rank poorly is unrealised revenue, and a smaller one rewards owning the few local searches that matter. It also sets a fair yardstick – you're competing for these people, not the whole country – and re-measuring it each quarter shows whether your reach is keeping pace with the market.

STRENGTHS

- Ahead of the local field on security & compliance signals (leads the field).
you 71% · field median 35%
- Ahead of the local field on search visibility (leads the field).
you 78% · field median 55%
- Ahead of the local field on seo health (leads the field).
you 85% · field median 60%
- Ahead of the local field on google maps presence (leads the field).
you 82% · field median 60%
- Ahead of the local field on website maturity (leads the field).
you 80% · field median 60%

WEAKNESSES

- Behind the local field on hiring presence (indeed).
you 20% · field median 35% · leader Dune Systems 90%
- Behind the local field on pages on site.
you 40 · field median 55 · leader Dune Systems 70

OPPORTUNITIES

- No competitor owns service breadth – an opening to win it.
you 50% · field median 50% · leader Cobalt Networks 55%

THREATS

- A competitor has pulled well ahead on hiring presence (indeed).
you 20% · field median 35% · leader Dune Systems 90%

Comparison matrix

Metric	Acme IT	Bolt Managed	Cobalt Networks	Dune Systems	Edge Partners	Rank
WEB PRESENCE Your website – how complete, modern, and secure it looks.						
Website maturity How complete and professional your website looks versus rivals.	80%	60%	55%	70%	50%	#1/5
Email & domain security How well your email and domain are locked down against spoofing and outages – SPF, DMARC and DKIM email authentication, a valid HTTPS certificate, and healthy DNS.	75%	55%	60%	50%	65%	#1/5
Security & compliance signals How visibly you signal security certifications and frameworks (such as SOC 2, HIPAA or ISO 27001) – the trust cues buyers screen for.	71%	20%	40%	–	30%	#1/4
Website age (years) How long your website has existed – older often reads as established.	12 yrs	8 yrs	15 yrs	6 yrs	20 yrs	#3/5
Pages on site How many pages your website has – more can mean more content for Google.	40	60	55	70	50	#5/5
ACTIVITY How actively you show up and post online.						
LinkedIn presence How active and established your company looks on LinkedIn.	65%	40%	55%	70%	35%	#2/5
Facebook presence How active your company looks on Facebook.	60%	45%	50%	65%	40%	#2/5
SEO How easily customers can find you on Google.						
SEO health How well your site is set up to be found on Google.	85%	60%	55%	70%	50%	#1/5

Metric	Acme IT	Bolt Managed	Cobalt Networks	Dune Systems	Edge Partners	Rank
Search visibility How often you actually appear in Google search results.	78%	55%	60%	50%	45%	#1/5
REPUTATION What customers and employees say about you online.						
Google Maps presence How strong your Google Business Profile is (rating, info, reviews).	82%	50%	60%	45%	65%	#1/5
Google rating Your average star rating on Google, out of 5.	4.9★	4.2★	4.5★	4.0★	4.6★	#1/5
Google reviews How many Google reviews you have – more reviews build trust.	120	80	95	60	150	#2/5
Glassdoor presence How attractive you look to potential employees on Glassdoor.	70%	55%	50%	40%	60%	#1/5
Glassdoor rating Your average employee rating on Glassdoor, out of 5.	4.1★	3.8★	3.5★	3.2★	4.0★	#1/5
GROWTH Signals that you're growing – like active hiring.						
Hiring presence (Indeed) How active your hiring looks on Indeed – a sign of growth.	20%	30%	35%	90%	40%	#5/5
Estimated employees Our best estimate of your headcount.	45	30	60	90	25	#3/5
OFFERING The services you offer and the area you cover.						
Service breadth How wide a range of services you advertise.	50%	50%	55%	50%	55%	#3/5
Territory health The economic strength of your local market.	66%	50%	55%	48%	60%	#1/5

Metric	Acme IT	Bolt Managed	Cobalt Networks	Dune Systems	Edge Partners	Rank
Service-area ZIP count How many ZIP codes your local market covers.	60	50	70	80	55	#3/5

6. Your email & website security

A few security gaps are worth closing – the details are below.

● **SPF (sender authentication)**

Your domain publishes an SPF record, so mailboxes can tell which servers are allowed to send as you.

● **DMARC (anti-spoofing policy)**

No DMARC policy – anyone can send email that looks like it comes from your domain, a common setup for phishing your own clients.

How to fix: Publish a DMARC record (start at p=none to monitor, then move to quarantine or reject). This is fast to add and high-impact.

● **DKIM (message signing)**

We couldn't confirm DKIM signing from public records (it may still be set up with your mail provider).

How to fix: Confirm DKIM signing is enabled with your email provider – it works alongside SPF and DMARC.

● **HTTPS certificate**

Your site is served over HTTPS with a valid certificate.

● **Site reachability**

Your website responds normally to visitors.

7. Where you show up in local search

You don't appear in Google's local map pack for the MSP searches in your area, and you sit well down the results for the 3 local searches we tracked – buyers rarely scroll that far. Competitors like boltmanaged.com are taking that visibility.

LOCAL SEARCH	YOUR POSITION	WHO RANKS #1
managed it services boston · Boston, MA	#6	cloudtango.net
it support for small business boston · Boston, MA	#9	boltmanaged.com
managed service provider 02108	#12	clutch.co

WHO'S TAKING THAT VISIBILITY

- cloudtango.net ranks above you on 3 searches · a directory/listing site
- boltmanaged.com ranks above you on 2 searches

8. How customers find you on Google

What 'being found on Google' actually means

SEO – search engine optimization – is just the work of making Google confident it should show your site when someone searches for what you sell. It isn't a trick or a one-time purchase; it's a set of signals you either send clearly or leave muddy.

Three of those signals do most of the heavy lifting:

- **Can Google read your site?** A clean, crawlable site with a sitemap and no broken plumbing gets fully indexed. If Google can't read a page, that page can't rank.
- **Does each page say what it's about?** A clear page title and **meta description** – the short blurb shown under your name in the results – tell Google *and* the searcher what they'll get if they click.
- **Do others vouch for you?** Reviews, mentions, and links act like word-of-mouth Google can see.

Get these right and your **search visibility** climbs – you show up for the searches that actually turn into calls. The findings below score where your site stands on each, and every gap comes with a fix.

Ranking for the searches that actually become customers

Not all searches are worth the same. "What is a firewall" brings students; "managed IT services near me" brings buyers. Good **SEO** means ranking for the second kind – the searches with a wallet behind them – in the towns you actually serve.

Three buckets tell you where you stand:

- **Where you already rank** – searches you show up for today. Protect and build on these.
- **Within reach** – searches where you're just outside the top three. Small, targeted effort here moves you onto the first screen, where nearly all the clicks are. This is your fastest win.
- **Gaps** – valuable searches you don't show up for at all, usually because you have no page that clearly answers them.

The play is to build a genuinely useful page for each valuable service-and-town you want to win, then earn a few local mentions pointing at it. Do that and your **search visibility** compounds – each ranking page keeps sending buyers long after you've built it.

Your SEO health is **Fair** (58%).

Website speed (Core Web Vitals) **Average** Real-user data (Google CrUX) · phone

3.1 s

Loading speed (LCP)

How quickly your main content appears.

180 ms

Responsiveness (INP)

How fast the site reacts when someone clicks or taps.

0.04

Visual stability (CLS)

How much the page jumps around while it loads (lower is better).

● Search-engine instructions (robots.txt)

Google can read your site's crawl instructions, and they don't block listing.

● Sitemap

You have a sitemap listing 41 pages, which helps Google discover your content.

● Secure connection (HTTPS)

Your site loads over a secure connection (HTTPS), which visitors and Google expect.

● Page summaries (meta descriptions)

6 page(s) are missing the short summary Google shows under your link in search results. Adding these improves click-throughs.

How to fix: Add a unique 150–160 character meta description tag to each page that's missing one, written to describe that page and invite a click.

● Image descriptions (alt text)

Only 62% of your images have descriptions. These help accessibility and image search.

How to fix: Add descriptive alt text to images that lack it (keep it under ~120 characters and describe what the image shows).

● Hard-to-find pages

3 page(s) have no links pointing to them, so visitors and Google struggle to find them.

How to fix: Link to these pages from your main menu or from related pages so they're reachable in a click or two.

WHERE YOU RANK ON GOOGLE

- managed it services boston ranks #2 on Google

WITHIN REACH (JUST OUTSIDE TOP 3)

- it support for small business ranks #7 – just outside the top 3

TOPICS YOUR SITE EMPHASIZES

- managed it services used on 7 page(s)
- cybersecurity consulting used on 3 page(s)

Recommended SEO fixes

Several pages lack meta descriptions.

MEDIUM

Why it matters: Search results show truncated snippets, lowering click-throughs.

How to fix it: Add unique 150–160 character descriptions to each page.

9. Reviews & local presence

Why a handful of reviews decides who gets the call

When a business owner needs IT help fast, they do the same thing everyone does: search, glance at the map, and call one of the top two or three names – the ones with the most recent, highest-rated reviews. They rarely reach the second screen, and they almost never visit a website first.

That short list is decided by your **Google Business Profile**: the free listing that shows your rating, hours, and reviews right on the map. Two things get you onto it – having claimed the profile at all, and having enough recent reviews to look like the obvious, safe choice.

This is the cheapest, highest-leverage lever in the whole report. You don't need a new website or an ad budget. You need a claimed profile and a habit of asking happy clients to leave a review. More reviews lift both the trust a buyer feels *and* your **search visibility** on the map – the same small effort works twice.

GOOGLE BUSINESS PROFILE

Claimed

Good – this is where local buyers check you first.

YOUR GOOGLE REVIEWS

120 at 4.9★

The median MSP in Fox & Crow's audit of 37,394 firms has just 5; your local field sits around 95.

Reviews are the cheapest trust you can buy – and you buy them by asking. A steady stream of recent reviews lifts both the trust a buyer feels and where you rank on Google's map, at once.

Google rating over time

4.5★ · 8 reviews

Your Google rating has slipped over the past year (5★ → 4★) – worth attention before a prospect notices. 4 new in the last year.

Glassdoor rating over time

3.3★ · 6 reviews

Your Glassdoor rating has slipped over the past year (4★ → 2.7★) – worth attention before a prospect notices. 3 new in the last year.

10. Marketing activity

Prospects vet an MSP the way they vet any vendor – they look you up before they ever call. A robust, current presence tells a buyer you’re active, credible, and invested in the business; a dormant feed or a stale website quietly plants doubt. Audience size reads as social proof, a steady posting cadence signals stability, and real engagement shows people value what you share. None of it closes a deal on its own, but together it shapes the impression a buyer forms before the first conversation – and it’s one of the easier things to get ahead of.

You’ve started posting again after a long quiet stretch – consistency from here rebuilds momentum. Audience: 1,200 on Facebook, 3,400 on LinkedIn. Your website is being kept current – a fresh site signals an active business.

CHANNEL	FOLLOWERS	POSTS (LAST 90 DAYS)	LAST POST	AVG REACTIONS
Facebook	1,200	3	8 days ago	3.5
LinkedIn	3,400	4	5 days ago	12.7

Website freshness

updated in 5 of the last 12 months

Your website is being kept current – a fresh site signals an active business.

What we found & what to do

Your social presence is active and current.

You’re active and current – keep the cadence, and start tracking which topics earn the most engagement so you can do more of what works.

11. Hiring & team signals

How a company hires is one of the few outside-in windows into its health. Consistent hiring for new roles signals growth; the same role posted on repeat can signal churn; silence can signal a business that's coasting. Read together with employee reviews, it says more about an MSP's internal health than anything on its website.

You're actively hiring (4 recent postings), and one role keeps coming back – Help Desk Technician posted 2 times over ~85 days.

Roles posted repeatedly

- **Help Desk Technician** – posted 2 times over ~85 days

The same role posted over and over, alongside soft employee reviews, more often points to turnover than growth. A revolving door in a key seat tends to mean stretched delivery and inconsistent service for clients – exactly the opening a competitor looks for.

Full sentiment read: Worth a closer look: they've re-posted Help Desk Technician 2 times, and their employee sentiment on Glassdoor is trending down. Repeated hiring for the same seat plus unhappy staff is a classic turnover pattern – it often shows up to their clients as changing faces and slipping service, and it's a credible wedge to raise with a prospect who's weighing them.

What employees say (Glassdoor)

3.3★ · 6 reviews

Your Glassdoor rating has slipped over the past year (4★ → 2.7★) – worth attention before a prospect notices. 3 new in the last year.

Team shape

17 public contacts

We identified 17 public team contacts spanning leadership, technical and sales roles.

- **Leadership** – 3
- **Technical** – 8
- **Sales** – 2
- **Other** – 4

What we checked, and what we can't see: we read public job postings (Indeed and LinkedIn), repeat-posting patterns that can signal churn, employer sentiment on Glassdoor, and the role mix among your public contacts. We don't track individual employees' personal LinkedIn activity, and a smaller team often keeps a light public footprint – so a thin signal here isn't automatically a warning sign, just less for an outsider to read.

12. Structured data & AI-search readiness

Structured data: speaking Google's and the AI's native language

This is the advanced move almost none of your competitors have made – which is exactly why it's worth making.

Structured data is a set of hidden labels in your website's code. A human sees a normal page; a machine sees clearly tagged facts: *this is the business name, this is the phone number, these are the services, this is a frequently asked question and its answer*. The shared vocabulary for those labels is called **Schema** (from schema.org), and the starting tag every local business should carry is **LocalBusiness** – your name, address, phone, and hours.

Beyond LocalBusiness, a few other tags do real work for an MSP, and the audit below checks each: **Organization** (your brand, logo, and social profiles, so engines can connect who you are), **Service** (each managed-IT service you offer, described so it can be matched to a buyer's need), and **FAQPage** (your common questions and their answers – the format AI answer engines love to quote directly). Which of these appear depends on what your site publishes today; a fuller site gives the machines more to work with.

Why it matters now: **AI answer engines** – ChatGPT, Google's AI Overviews, Copilot – increasingly answer "who's a good IT provider near me?" *directly*, by reading structured data, instead of handing over ten blue links. A business whose site is clearly labelled can be quoted as the answer. A business without it is invisible to that whole channel.

The audit below shows which tags your site carries today and which are missing. The fix is cheap, it's mostly one-time, and the field is wide open – the first MSP in your market to do it well gets quoted while everyone else is still arguing about their homepage.

● Business details for Google (LocalBusiness)

Your site doesn't tell Google your business details (address, hours, services) in a structured way. Adding this helps you appear in local results and maps.

How to fix: Add LocalBusiness structured data (JSON-LD) with your name, address, phone, and hours, then validate it with Google's Rich Results Test.

● Answers to common questions (FAQ markup)

Your site doesn't tag any FAQs. FAQ markup lets Google and AI answer engines quote your answers directly – putting you in front of buyers before they've even clicked.

How to fix: Add FAQPage structured data (JSON-LD) to the pages that answer common buyer questions, then validate with Google's Rich Results Test.

● Your services, labelled for Google

Your services aren't labelled in a structured way, so search and AI tools can only guess what you do. Tagging them makes you eligible to be matched to the right searches.

How to fix: Add Service structured data (JSON-LD) for each core offering, naming the service and the area you cover, then validate with Google's Rich Results Test.

● Who you are (Organization markup)

Your site identifies your organisation – name, logo, and profiles – in a form Google and AI engines can trust and cite.

13. Your project plan

Everything above, turned into a plan – sequenced most-costly-first and paced to what you can realistically take on. Work the phases in order.

Reality check: You told us you need results in about 3 weeks, but at your current capacity this plan runs ~6 weeks. To hit that, add help or run only Phase 1 (the quick wins) first.

Foundations

Weeks 1-4

Growth

Weeks 5-6

Paced with you doing the work – about one task every two weeks, this plan runs about 6 weeks.

Foundations Weeks 1-4

☐ **Show visible hiring momentum**

You · · medium effort · *Visible momentum wins the larger, longer contracts that go to whoever seems most likely to still be standing – and strong candidates in three years' time.*

HIGH IMPACT

☐ **Give Google more useful pages to rank**

You · · medium effort · *Every genuinely useful page is another door a buyer can walk in through, and another search you can rank for – compounding reach from a one-time effort.*

MEDIUM IMPACT

Growth Weeks 5-6

☐ **Advertise the full range of what you do**

You · · medium effort · *Naming every service lifts your average contract size and stops prospects walking to a rival for work you'd gladly have done.*

LOW IMPACT

14. Appendix: the technology we detected

The third-party products we detected each business running, from public signals – DNS records and the vendor logos on their sites. This is context, not a scorecard: it shows the tooling behind each MSP, and detection is necessarily partial (we only see what’s publicly visible), so a blank doesn’t prove a tool isn’t in use.

Acme IT YOU NinjaOne RMM ConnectWise Manage PSA SentinelOne ENDPOINT SECURITY Datto BACKUP Microsoft 365 CLOUD INFRA	5 vendors detected
Bolt Managed Datto BACKUP Microsoft 365 CLOUD INFRA	2 vendors detected
Cobalt Networks Kaseya VSA RMM Microsoft 365 CLOUD INFRA	2 vendors detected
Dune Systems No vendor products detected from public signals.	0 vendors detected
Edge Partners Huntress ENDPOINT SECURITY Microsoft 365 CLOUD INFRA	2 vendors detected

15. Glossary

AI answer engine	Tools like ChatGPT, Google's AI Overviews, and Copilot that answer a question directly instead of just listing links.
Field	The group of local competitors we compare you against.
Google Business Profile	Your business listing on Google Maps and Search, with your rating, hours, and reviews.
LocalBusiness	A structured-data tag that tells search engines your name, address, phone, and hours – the basics a local customer needs.
MSP	Managed Service Provider – a company that runs IT for other businesses.
Maturity score	A 0-to-1 rating (higher is better) of how strong and complete something is – for example, how polished your website looks compared to competitors.
Meta description	The short blurb Google shows under your page title in search results – your one-line pitch to searchers.
SEO	Search Engine Optimization – how well your website is set up to show up on Google.
Schema	The shared vocabulary (from schema.org) used to write structured data – the standard tags for a business, a service, an FAQ, and so on.
Search visibility	How often your website actually appears in Google search results.
Service breadth	How wide a range of services you advertise.
Structured data	Hidden labels in your website's code that spell out what your business is, so Google and AI assistants can understand and quote you.

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