JACKDAW

MARKETING COMPETITIVE ANALYSIS

# Acme IT

acme-it.example

| PREPARED FOR | BENCHMARKED AGAINST | PREPARED | BY |
| --- | --- | --- | --- |
| Acme IT | 4 local competitors | November 18, 2026 | Fox & Crow, Inc. |

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# 1. Executive summary

THE BIG PICTURE

You are in a strong position overall. Local businesses can already find you, and when they do, your company comes across as credible and well run. The work ahead is less about starting from scratch and more about making it easier for the right buyers to understand what you do, see why you are a safe choice, and choose you over firms that look larger online.

Acme IT is already competing from a position of strength for your goal of winning more managed-services clients in your metro. You show up well where local buyers look, and your online presence gives off the kind of trust signals that matter to professional-services firms. That is important because you said you often lose to bigger MSPs that look more established online. In plain terms, you do not need a louder presence so much as a clearer one: your site and profiles should make it obvious that you serve 20–100-seat firms, respond quickly, and put a senior engineer on every account.

The closest rival to watch is Cobaltine Networks. They are not ahead of you across the board, but they appear slightly broader in how they present their services, which can make them look like a safer fit for a wider range of needs. That matters when a buyer is comparing options quickly. At the same time, other competitors look more active in recruiting or have built out more website content, which can create the impression of a larger, more established operation even when your actual client experience is stronger.

Given your time and budget, the right plan is a focused one. The priority is to strengthen the parts of your web presence that help buyers understand your fit, trust your capability, and find the right pages without adding a heavy marketing workload. A small set of site improvements, clearer service positioning, and a simple reputation-building routine will do more for new client growth than trying to be active on every channel.

**KEY TAKEAWAYS**

- You already have a strong foundation for being found by local businesses looking for IT help.
- Your main gap is not credibility but clarity: buyers need a faster, simpler picture of who you serve and why you are different.
- Cobaltine Networks is the closest rival because they present a slightly broader offer, which can help them in side-by-side comparisons.
- Some competitors look more established simply because they publish more content or appear more active as an employer.
- With your limited time and budget, focused website and profile fixes should produce more value than broad marketing efforts.

**YOUR CLOSEST RIVAL** **Cobaltine Networks** cobaltine.example – 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 Dunemoor Systems 90%**
- Behind the local field on pages on site.
  **you 40 · field median 55 · leader Dunemoor Systems 70**

## OPPORTUNITIES

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

## THREATS

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

## Comparison matrix

| Metric | Acme IT | Boltwick IT | Cobaltine Networks | Dunemoor Systems | Edgerune Partners | Rank |
|---|---|---|---|---|---|---|
| **WEB PRESENCE** Your website – how complete, modern, and secure it looks. | | | | | | |
| Website maturity<br>How complete and professional your website looks versus rivals. | 80% | 60% | 55% | 70% | 50% | #1/5 |
| Email & domain security<br>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<br>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)<br>How long your website has existed – older often reads as established. | 13 yrs | 8 yrs | 15 yrs | 6 yrs | 20 yrs | #3/5 |
| Pages on site<br>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<br>How active and established your company looks on LinkedIn. | 65% | 40% | 55% | 70% | 35% | #2/5 |
| Facebook presence<br>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<br>How well your site is set up to be found on Google. | 85% | 60% | 55% | 70% | 50% | #1/5 |

| Metric | Acme IT | Boltwick IT | Cobaltine Networks | Dunemoor Systems | Edgerune Partners | Rank |
|---|---|---|---|---|---|---|
| Search visibility<br>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<br>How strong your Google Business Profile is (rating, info, reviews). | 82% | 50% | 60% | 45% | 65% | #1/5 |
| Google rating<br>Your average star rating on Google, out of 5. | 4.9★ | 4.2★ | 4.5★ | 4.0★ | 4.6★ | #1/5 |
| Google reviews<br>How many Google reviews you have – more reviews build trust. | 120 | 80 | 95 | 60 | 150 | #2/5 |
| Glassdoor presence<br>How attractive you look to potential employees on Glassdoor. | 70% | 55% | 50% | 40% | 60% | #1/5 |
| Glassdoor rating<br>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)<br>How active your hiring looks on Indeed – a sign of growth. | 20% | 30% | 35% | 90% | 40% | #5/5 |
| Estimated employees<br>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<br>How wide a range of services you advertise. | 50% | 50% | 55% | 50% | 55% | #3/5 |
| Territory health<br>The economic strength of your local market. | 66% | 50% | 55% | 48% | 60% | #1/5 |

| Metric | Acme IT | Boltwick IT | Cobaltine Networks | Dunemoor Systems | Edgerune Partners | Rank |
|---|---|---|---|---|---|---|
| Service-area ZIP count<br>How many ZIP codes your local market covers. | 60 | 50 | 70 | 80 | 55 | #3/5 |

## Beyond your local field

Where you rank against **MSPs your size nationally** (180 MSPs) – a wider read than the handful of local rivals above.

**SEO health**
top 22%

**Search visibility**
upper half

**Email & domain security**
lower half

**Overall MSP health**
upper half

WHAT'S CHANGED SINCE OUR LAST CHECK

You've gained ground since the last check.

- Google reviews: 111 -> 120 (+9)
- LinkedIn followers: 3,310 -> 3,400 (+90)
- Facebook followers: 1,235 -> 1,200 (-35)

# 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. Head-to-head battle cards

## How to use your battle cards

The comparison you just read shows how you stack up against the whole local field at once. A battle card zooms in on **one competitor at a time** – the way a real deal usually plays out, when a prospect is deciding between you and one other company.

Each card gives you a quick read on the competitor and a few things to use in a real conversation: where **you** are stronger and where **they** are stronger, **focus areas** to steer the conversation toward, a **key question** (and a follow-up) that gets a prospect thinking, **discovery questions** that surface the gap this competitor leaves, and **guidance for sharpening your own website copy** to stand apart. Lead with your genuine strengths, be honest about the gaps, and give the buyer a clear reason to pick you.

How you stack up one-on-one against each local competitor – where you win, where they win, the questions to ask a prospect who's weighing you against them, and how to sharpen your own web copy to stand apart.

## Service analysis — your menu vs the local field

Based on the services each company advertises on its website (from its service menu and page copy). Your site lists 10 services; the local median is 6.

**SERVICES THE LOCAL FIELD ADVERTISES THAT WE DIDN'T FIND ON YOUR SITE**

- Cloud Management Services CLOUD 75% of rivals

If you offer any of these, they're missing from your website – add them so prospects (and search engines) can see them. If you don't, be ready to explain how you cover them (e.g. via a partner).

**SERVICES YOU OFFER THAT ARE RARE LOCALLY**

- Compliance Management SECURITY only you
- Disaster Recovery Services BACKUP DR only you
- Microsoft 365 Management CLOUD only you
- SOC as a Service SECURITY only you
- Managed Backup Services BACKUP DR 25% of rivals
- Virtual CIO Services CORE MANAGED 25% of rivals

Genuine differentiators – feature these prominently; most local rivals don't advertise them.

| COMPETITOR | THREAT | YOUR WEDGE (LEAD WITH THIS) | THEIR EDGE (BE READY FOR) |
|---|---|---|---|
| **Boltwick IT**<br>boltwick.example | Medium | Lower-risk choice for metro firms: easier to vet, easier to find, and broader security and advisory coverage in-house. | They may position themselves as a provider with more published detail and visible hiring momentum. |
| **Cobaltine Networks**<br>cobaltine.example | High | Less risk in the decision: stronger proof, stronger security signals, and a more credible local presence buyers can check quickly. | They will likely pitch broader coverage and the bench depth of a larger provider. |
| **Dunemoor Systems**<br>dunemoor.example | High | Safer, easier choice for local firms that want proven support and strong security without getting lost in a big-provider process. | They will likely sell their larger team, wider coverage area, and broader published service detail. |
| **Edgerune Partners**<br>edgerune.example | High | You are the easier local choice to trust quickly, with stronger proof and more key security and advisory services under one roof. | They may pitch longer time in market, broader published services, and more visible customer review volume. |

## vs. Boltwick IT boltwick.example

THREAT Medium | MATURITY Medium | SCALE Mid

Boltwick IT appears to be a mid-sized MSP with about 30 employees. From what they publish, they appear to provide core IT support and backup, and we detected Datto and Microsoft 365 on their stack. They present like a growing regional provider, but Acme IT shows a stronger, easier-to-verify local track record and buyer proof online.

### WHY A BUYER PICKS YOU

Lower-risk choice for metro firms: easier to vet, easier to find, and broader security and advisory coverage in-house.

### WHAT THEY'LL CLAIM

They may position themselves as a provider with more published detail and visible hiring momentum.

**YOU OFFER, THEY DON'T** Co-Managed IT, Compliance Management, Disaster Recovery Services, Managed Security Services, Microsoft 365 Management, SOC as a Service, Virtual CIO Services

### FOCUS THE CONVERSATION ON

- Why local firms can verify you faster before they ever call
- Fast help from senior engineers vs. getting lost in a mid-sized queue
- Security and compliance handled in-house, without adding another vendor
- Broader local coverage so nearby buyers find and reach you quickly
- Depth in core managed IT, M365, recovery, and advisory for professional-services firms

### KEY QUESTION TO ASK

**When something important breaks, how much do you care about who actually picks it up and whether that person can solve it without escalation?**

**Then follow up:** And if you are trusting one provider with security and guidance too, how do you want to verify that standard before you sign?

### DISCOVERY QUESTIONS TO OPEN THE GAP

- How do you evaluate whether an IT partner is established enough to trust with a 20 to 100 person firm?
- What matters more to your team when support is needed: the size of the provider or the level of engineer you actually reach?
- Where do security, compliance, and recovery tend to fall through the cracks today?
- How much time does your team want to spend coordinating multiple IT and security vendors?

**Reimagine your web copy:** Lean harder into the buyer outcome Boltwick cannot match as clearly: fast help from a senior engineer for 20–100-seat professional-services firms in your metro. Replace stack-heavy language with plain-English proof points about response speed, senior coverage, and having security, compliance, Microsoft 365, recovery, and strategic guidance under one roof so buyers do not have to piece together multiple providers. *Where to use it:* homepage hero and Why Acme section

## vs. Cobaltine Networks cobaltine.example

THREAT High | MATURITY Medium | SCALE Large

Cobaltine Networks appears to be a larger MSP with about 60 employees. From what they publish, they appear to offer broad IT coverage, and we detected Kaseya VSA and Microsoft 365 on their stack. They likely win on scale and breadth on paper, while Acme IT is easier for local buyers to vet and appears stronger in buyer-facing proof and security standards.

### WHY A BUYER PICKS YOU

Less risk in the decision: stronger proof, stronger security signals, and a more credible local presence buyers can check quickly.

### WHAT THEY'LL CLAIM

They will likely pitch broader coverage and the bench depth of a larger provider.

**YOU OFFER, THEY DON'T** Compliance Management, Disaster Recovery Services, Managed Backup Services, Microsoft 365 Management, SOC as a Service

**THEY ADVERTISE, YOU DON'T** Cloud Management Services

### FOCUS THE CONVERSATION ON

- Senior engineer access instead of getting handed between tiers
- How buyers reduce vendor risk before signing, not after problems start
- Security, backup, M365, and compliance coverage without adding extra providers
- Local accountability and fit for metro professional-services firms
- Whether bigger really means faster, clearer, or more personal support

### KEY QUESTION TO ASK

**If two providers can cover the basics, how will you decide which one feels safer to trust with uptime, security, and day-to-day responsiveness?**

**Then follow up:** And once you sign, do you want to be one more account on a large roster or know who owns the outcome for your team?

### DISCOVERY QUESTIONS TO OPEN THE GAP

- How does your team want support to feel on a day-to-day basis when issues are urgent?
- What has worked or not worked for you with larger providers or multi-tier support teams?
- How do you usually get comfortable that a provider will handle security the way they expect you to?
- Where would consolidating backup, compliance, Microsoft 365, and security operations save your team time?

**Reimagine your web copy:** Do not try to out-sound a larger MSP. Instead, make the decision easier for a 20–100-seat professional-services buyer by stating plainly that they get fast responses and a senior engineer on every account, backed by visible local proof and strong security practices. Add copy that contrasts personal ownership and quick answers with the frustration of being routed through layers, without naming competitors. *Where to use it:* homepage hero and managed IT services intro

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## vs. Dunemoor Systems dunemoor.example

THREAT High | MATURITY Medium | SCALE Large

Dunemoor Systems appears to be a large MSP with about 90 employees. From what they publish, they appear to offer a broad IT operation and wider area coverage on paper. Acme IT shows up as the easier local choice to vet, with stronger buyer proof, stronger security basics, and a longer verifiable online track record.

### WHY A BUYER PICKS YOU

Safer, easier choice for local firms that want proven support and strong security without getting lost in a big-provider process.

### WHAT THEY'LL CLAIM

They will likely sell their larger team, wider coverage area, and broader published service detail.

**YOU OFFER, THEY DON'T** Compliance Management, Disaster Recovery Services, Managed Backup Services, Microsoft 365 Management, SOC as a Service, Virtual CIO Services

**THEY ADVERTISE, YOU DON'T** Cloud Management Services, Network Monitoring

### FOCUS THE CONVERSATION ON

- Senior engineer on the account, not a handoff across a big team
- Proof and reputation a buyer can verify before taking the risk to switch
- Security and recovery coverage in-house for fewer gaps
- Fit for metro professional-services firms that need fast, practical support
- Whether wider coverage actually improves the buyer's daily experience

### KEY QUESTION TO ASK

**What matters more to you after the sale: the biggest bench on paper, or knowing the people supporting your team are senior and easy to reach?**

**Then follow up:** If an issue touches operations, security, and Microsoft 365 at once, how important is it that one accountable person owns it end to end?

### DISCOVERY QUESTIONS TO OPEN THE GAP

- How do delays or handoffs affect your staff when IT issues interrupt client work?
- What kind of support relationship helps your office manager or leadership team feel confident day to day?
- How do you weigh a provider's local reputation against the appeal of a larger name?
- Where do you need more guidance today beyond basic ticket handling?

**Reimagine your web copy:** Because Dunemoor can look bigger and broader, your copy should narrow the choice to what your ideal buyer actually cares about: fewer interruptions, fast answers, and direct access to senior people. Speak directly to metro professional-services firms, cut generic enterprise wording, and make your account model and practical business guidance more visible than your tooling. *Where to use it:* homepage hero and industry-specific landing pages

## vs. Edgerune Partners edgerune.example

THREAT High | MATURITY Medium | SCALE Mid

Edgerune Partners appears to be a mid-sized MSP with about 25 employees. From what they publish, they appear to provide core IT and security support, and we detected Huntress and Microsoft 365 on their stack. They may look more established in a few areas such as website age and published service breadth, but Acme IT is easier for local buyers to find, check, and trust before they call.

### WHY A BUYER PICKS YOU

You are the easier local choice to trust quickly, with stronger proof and more key security and advisory services under one roof.

### WHAT THEY'LL CLAIM

They may pitch longer time in market, broader published services, and more visible customer review volume.

**YOU OFFER, THEY DON'T** Compliance Management, Disaster Recovery Services, Managed Backup Services, Microsoft 365 Management, SOC as a Service, Virtual CIO Services

**THEY ADVERTISE, YOU DON'T** Cloud Management Services

### FOCUS THE CONVERSATION ON

- How buyers reduce the risk of choosing the wrong provider before the first meeting
- Fast response from senior engineers for professional-services teams under pressure
- Security, compliance, backup, M365, and advisory covered together
- Local visibility and reputation that make switching feel safer
- Whether broader menus actually translate into clearer ownership and faster help

### KEY QUESTION TO ASK

**When you compare providers, how will you tell the difference between a longer menu of services and a team that will actually respond fast and own the problem?**

**Then follow up:** And if security, backup, compliance, and Microsoft 365 touch the same issue, how many different teams or vendors do you want involved?

### DISCOVERY QUESTIONS TO OPEN THE GAP

- What makes an IT provider feel low-risk enough for you to move away from the status quo?
- How do support delays affect your attorneys, accountants, consultants, or client-facing staff?
- What kind of guidance do you expect beyond fixing tickets when you are planning growth or reducing risk?
- Where would having one provider cover more of the security and compliance workload help your team most?

**Reimagine your web copy:** Against a competitor that may look older or broader on paper, your site should clearly answer the buyer's real question: why Acme is the better day-to-day choice for a 20–100-seat professional-services firm in your metro. Keep your managed IT and cybersecurity positioning, but add plain-English statements about fast response, a senior engineer on every account, and fewer vendors to manage; cut jargon that makes you sound like every other MSP. *Where to use it:* homepage hero and services page intro

## 8. Where you show up in local search

You show up in Google's local map pack for local MSP searches, and you rank in the top three for 1 of 3 tracked local searches.

| LOCAL SEARCH | YOUR POSITION | WHO RANKS #1 |
|---|---|---|
| managed it services austin · Austin, TX | #2 | msp-directory.example |
| it support for small business austin · Austin, TX | #4 | boltwick.example |
| managed service provider 78701 | #8 | it-listings.example |

### WHO'S TAKING THAT VISIBILITY

- msp-directory.example ranks above you on 2 searches · a directory/listing site
- boltwick.example ranks above you on 2 searches

# 9. 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 | 180 ms | 0.04 |
|---|---|---|
| **Loading speed (LCP)** | **Responsiveness (INP)** | **Visual stability (CLS)** |
| How quickly your main content appears. | How fast the site reacts when someone clicks or taps. | 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 austin ranks #2 on Google

#### WITHIN REACH (JUST OUTSIDE TOP 3)

- it support for small business austin ranks #4 – 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.

# 10. 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

4.9★ · 120 reviews

Your Google rating has slipped over the past year (5★ → 4.2★) – worth attention before a prospect notices. 10 new in the last year.

- **Responsiveness** – *"The team was incredibly responsive and fixed our email outage within the hour."*
- **Technical expertise** – *"Knowledgeable engineers who explain things in plain English."*

### Glassdoor rating over time

4.1★ · 20 reviews

Your Glassdoor rating has slipped over the past year (4★ → 2.6★) – worth attention before a prospect notices. 5 new in the last year.

- **Leadership communication** – *"Great place to learn but leadership communication could be better."*
- **Supportive management and interesting work** – *"Management is supportive and the work is interesting."*

# 11. 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.

## What you're posting about

It isn't just whether you post – it's what you post about. A prospect skimming your feed is sizing you up: do you sound like experts who understand their problems, or like a firm that only talks about itself? The companies that win attention teach – practical security tips, client wins, plain-English answers to the questions buyers ask – so their expertise shows before the first call. Below is what your recent posts are actually about, so you can see the impression they leave and steer it on purpose.

The feed is mainly about cybersecurity risks and practical protection steps, mixed with proof that the company can solve real business problems. A prospect would see an MSP that shares useful security advice, highlights team and community activity, and occasionally shows measurable results for clients.

**Cybersecurity advice** LinkedIn

"5 signs your business email has been compromised – and what to do first."

**Client results / case studies** LinkedIn

"Case study: how we cut a manufacturing client's downtime by 40%."

**Hiring and team growth** LinkedIn

"Proud to welcome two new engineers to our service desk this month!"

**Community involvement** Facebook

"Our team volunteered at the local food bank this weekend – great day out."

**Is it landing with buyers?** Mixed – some buyer focus

There is some strong buyer-facing content here, especially the post about cutting a manufacturing client's downtime by 40%, because it speaks directly to a business outcome. But much of the feed is either general awareness content or inward-looking company news, so a buyer gets only limited proof of predictable costs, reduced risk, or solved operational problems.

**What to do:** Do more posts like the downtime case study and tie security tips to business impact, such as avoided outages, fraud loss, or staff disruption. Keep team and community posts, but balance them with more real client examples, before-and-after results, and plain-language explanations of how your service reduces risk and keeps the business running.

## 12. 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)** 4.1★ · 20 reviews

Your Glassdoor rating has slipped over the past year (4★ → 2.6★) — worth attention before a prospect notices. 5 new in the last year.

- **Leadership communication** — *"Great place to learn but leadership communication could be better."*
- **Supportive management and interesting work** — *"Management is supportive and the work is interesting."*

### 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.

# 13. Your messaging & tone

## Talk about their problem, not your toolkit

Once buyers can find you and trust you, the words on your site decide whether they call. This is where most **MSP** websites quietly lose: they talk about themselves — the stacks, the certifications, the acronyms — when the buyer only cares about their own problem.

A business owner isn't shopping for "24/7 SOC-backed EDR with ITIL-aligned processes." They're thinking "my email keeps going down and I can't afford to lose a day." The site that wins says the second thing first, in plain language, and *then* earns trust with the proof behind it.

The rule is simple: lead with the outcome the buyer wants, in their words; follow with how you deliver it. Every sentence should pass the "so what?" test from the buyer's chair. The critique below flags where your copy talks about you instead of them — and how to flip it.

Your language does not do enough to win more managed-services clients in your metro because it reads like a capable IT vendor, not the obvious choice for a 20–100-seat professional-services firm that wants fast help from senior people. Right now, your copy leans heavily on tech terms and credibility signals like "enterprise-grade," "ITIL-aligned," and "SOC-backed," but it does not make your real buying reasons — fast response, a senior engineer on every account, and fit for local professional-services firms — easy to see. The good news: you already have a focused service set, and your copy consistently signals that you do managed IT and cybersecurity. The problem is that it says it in a way that sounds like a lot of other MSPs, especially the bigger ones you lose to.

**Audience focus:** You are mostly talking about your tools, processes, and technical capability rather than your buyer's day-to-day problems and business outcomes. A professional-services owner or office manager is not shopping for "enterprise tooling" or "technology stacks" first. They are shopping for fewer interruptions, quick answers when something breaks, tighter security, predictable support, and confidence that their team can work without IT drama. Your current wording misses that human and business-level angle. It also misses your local-market goal: nowhere in the copy you shared do you sound specifically built for 20–100-seat professional-services firms in your metro. That means your language is not pulling the right prospects toward you, and it is not separating you from larger competitors.

**WHAT'S WORKING**

- You do keep the core offer fairly consistent: managed IT, cybersecurity, and cloud/support services show up across the site.
- You use some credibility signals that can help once a buyer is already interested, like 24/7 coverage, backup/DR, and vCIO advisory.
- Your social post shows you are active and current in security partnerships, which can support trust – but only after your core message is clear.

### Your copy is too centered on you and your stack, not your buyer's problems.

HIGH

Across the site, you lead with what you provide and how sophisticated it is, instead of what your client gets. That makes your message feel vendor-first. For the firms you want, the stronger angle is response speed, dependable support, reduced downtime, and less risk.
*Example:* ""Acme IT provides enterprise-grade managed IT, cybersecurity, and cloud solutions leveraging best-in-class technology stacks.""
*How to improve:* Rewrite your headline and positioning around client outcomes. For example: "Fast, senior-level IT support and security for growing professional-services firms in [your metro]." Then support it with proof: quick response, direct access to experienced engineers, and proactive security.

### Your real differentiator is buried.

HIGH

You told us clients choose you because of fast response and a senior engineer on every account, but none of the copy you shared makes that obvious. That is a major miss because it is exactly the kind of thing a buyer can understand quickly and remember.
*How to improve:* Put that differentiator near the top of your homepage and service pages. Say it plainly: "When you call, you get fast help from senior engineers – not a help desk maze." If that is true operationally, make it one of your first three messages everywhere.

### You are using jargon that many business buyers will tune out.

HIGH

Terms like "SOC-backed," "ITIL-aligned," "RMM," "EDR," and "SIEM" may impress technical readers, but they do not help a business owner quickly understand why you are the right fit. In some cases, the jargon creates distance and makes you sound interchangeable with every other MSP.
*Example:* ""Founded in 2013, our certified engineers leverage ITIL-aligned processes and enterprise tooling.""
*How to improve:* Translate technical terms into plain business language first, then add the technical label only if needed. Example: instead of listing "EDR" and "SIEM" alone, say "24/7 threat monitoring and response to catch problems before they become outages or breaches." Save the acronyms for lower-page detail or a technical FAQ.

### Your message sounds bigger-company generic instead of local and specific.

HIGH

Because you want more managed-services clients in your metro and your ideal customer is 20–100-seat professional-services firms, your language should feel tailored to that audience. Right now, nothing in the copy signals local focus, vertical fit, or company-size fit.
*Example:* ""SMB and mid-market businesses""
*How to improve:* Narrow your wording. Say who you are for: "We support accounting, legal, consulting, and other professional-services firms with 20–100 employees in [your metro]." Even if you serve others, leading with your best-fit audience will make you more believable and more relevant.

### You drift into feature-dumping on the services page.

MEDIUM

The services list is a stack of tools and functions. That tells a technical story, but not a buying story. A prospect should be able to scan the page and understand what problems you solve, what support feels like, and what results they should expect.
*Example:* ""RMM, EDR, SIEM, backup/DR, M365 administration, and vCIO advisory.""
*How to improve:* Group services by outcome, not tool category. For example: "Keep your team productive," "Protect your firm from threats," "Recover fast if something goes wrong," and "Plan smarter with senior IT guidance." Under each section, explain the result in plain English and then list the relevant service components.

### You rely on vague claims that do not build trust.

MEDIUM

Phrases like "enterprise-grade," "best-in-class," and "cutting-edge" are common filler in MSP copy. Buyers have seen them a hundred times, and they do not prove anything. Worse, they can make your site sound inflated if there is no concrete proof right next to them.
*Example:* ""best-in-class technology stacks" and "cutting-edge, scalable IT infrastructure""
*How to improve:* Replace vague claims with specific, believable statements. Examples: "senior engineers on every account," "fast response for day-to-day issues," "24/7 security monitoring," or "support built for 20–100-person professional-services firms." Specific beats flashy.

### Your social content reinforces vendor credibility, but not buyer relevance.

MEDIUM

A partnership announcement can be useful, but by itself it speaks more to your toolset than to your client's needs. If most of your growth comes from referrals and you have limited time and budget, each post needs to work harder by showing outcomes, expertise, or local relevance.
*Example:* ""Excited to announce our new SentinelOne partnership! #cybersecurity #MSP""
*How to improve:* Turn social posts into buyer-facing proof. Example: "What 24/7 endpoint protection actually means for a 50-person law or accounting firm: fewer surprises, faster containment, and less downtime." Mix in short posts about response speed, common client issues, security tips for professional-services firms, and what working with your team feels like.

### Your calls to action are missing from the messaging you shared.

MEDIUM

Nothing here tells a prospect what to do next or why they should do it now. That creates friction, especially for referral traffic that is already warm and just needs a clear next step.

*How to improve:* Add a simple, low-friction call to action tied to your audience: "Book a 15-minute IT fit call," "Get a second opinion on your current IT support," or "See if your firm is a fit for our managed IT support." Keep it simple and repeat it across the homepage, services page, and social profiles.

# 14. 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.

# 15. 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

# 16. 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

5 vendors detected

Founded 2013 · Medium · 11-50 staff · Platform: Microsoft 365, Cloudflare, AWS · Domain authority: moderate · Registrar: GoDaddy

NinjaOne RMM · ConnectWise Manage PSA · SentinelOne ENDPOINT SECURITY · Datto BACKUP · Microsoft 365 CLOUD INFRA

### Boltwick IT

2 vendors detected

Founded 2018 · Medium · 11-50 staff · Platform: Microsoft 365, Cloudflare · Registrar: Namecheap

Datto BACKUP · Microsoft 365 CLOUD INFRA

### Cobaltine Networks

2 vendors detected

Founded 2011 · Medium · 51-100 staff · Platform: Microsoft 365, Cloudflare · Registrar: Namecheap

Kaseya VSA RMM · Microsoft 365 CLOUD INFRA

### Dunemoor Systems

0 vendors detected

Founded 2020 · Medium · 51-100 staff · Platform: Microsoft 365, Cloudflare · Registrar: Namecheap

*No vendor products detected from public signals.*

### Edgerune Partners

2 vendors detected

Founded 2006 · Medium · 11-50 staff · Platform: Microsoft 365, Cloudflare · Registrar: Namecheap

Huntress ENDPOINT SECURITY · Microsoft 365 CLOUD INFRA

## 17. 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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