Behind the Curtain: Digital Marketing that Actually Works

Allan Walters

Director of SEO & Marketing

W. O'Donnell Consulting

bit.do/wodc

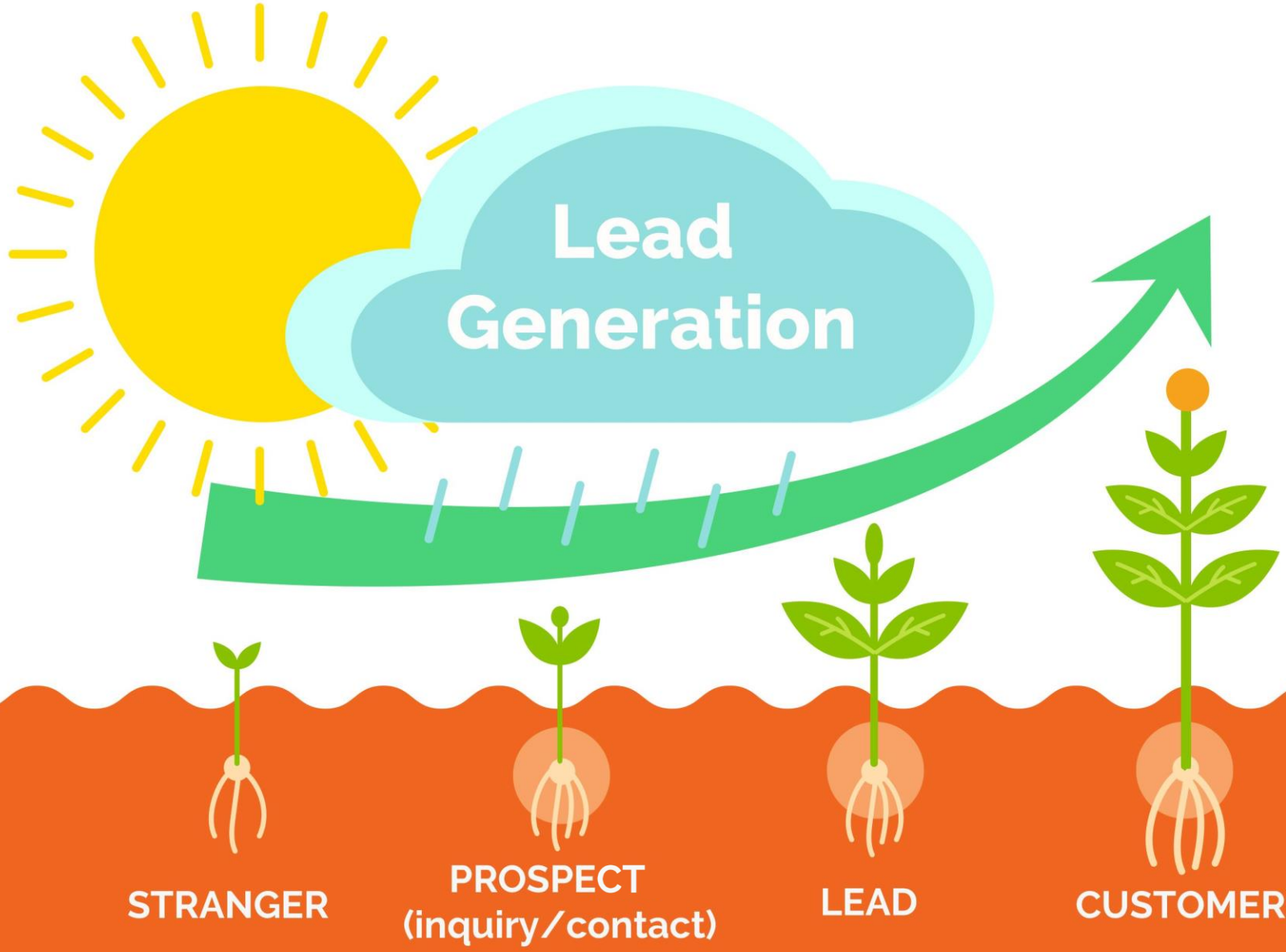
Who's the dork up front?

- ✓ In the IT industry for nearly 30 years
- ✓ Actively doing IT/MSP marketing for 24 years
- ✓ Actively doing SEO, PPC & Web Marketing for 12+ years
- ✓ Former President of TechSelect (TechData)
- ✓ Google AdWords Certified Advanced Search Professional
- ✓ Started IT 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!

START
RUNNER'S WORLD
HALF & FESTIVAL
PRESENTED BY
ALTRA
RUNNER'S WORLD
HALF & FESTIVAL
PRESENTED BY
ALTRA
ALTRA
RUNNER'S

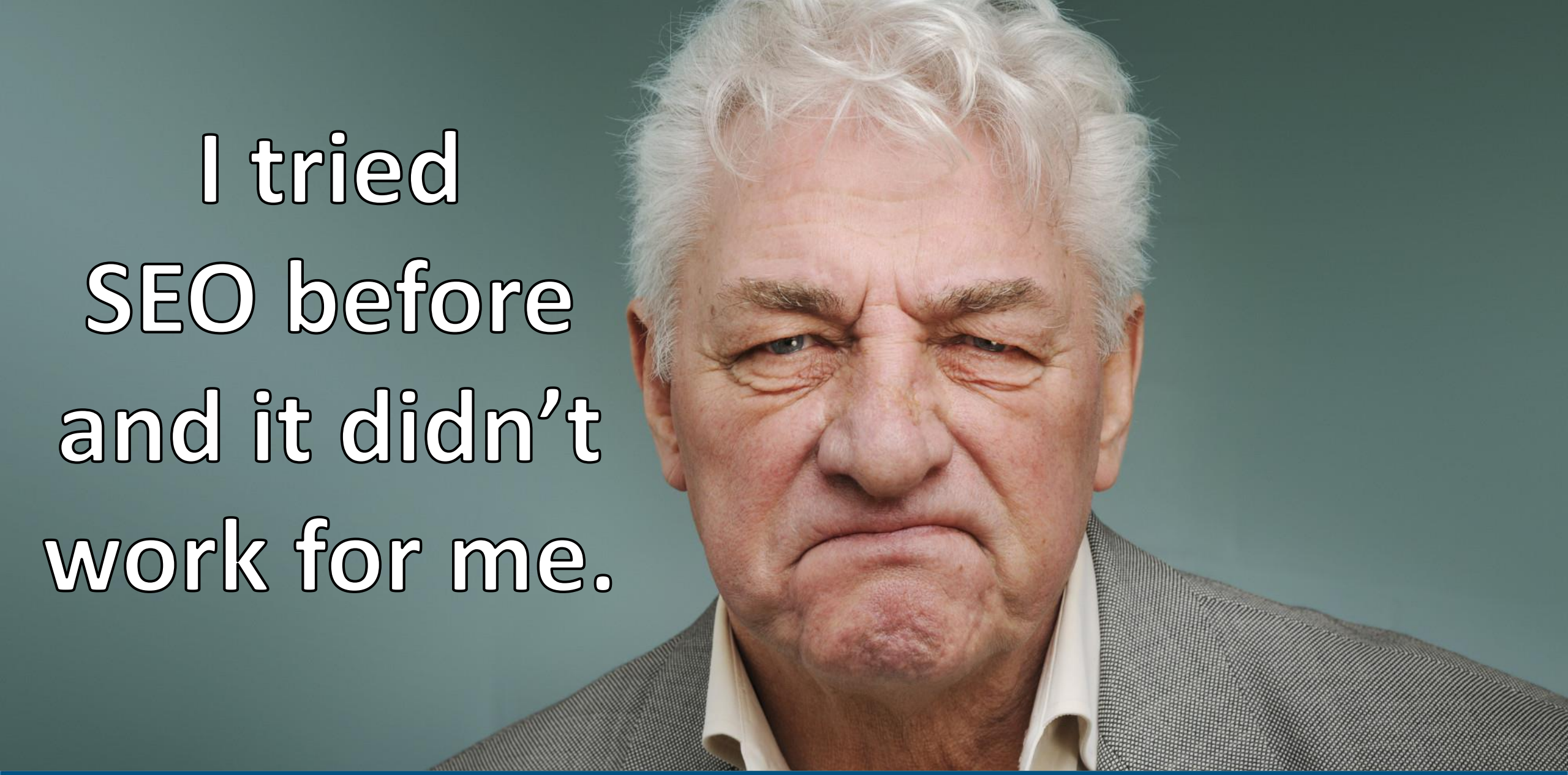
1. Eat more protein
2. Trim your toenails
3. Wash your running shorts
4. Run 1 hour every day
5. Buy new running shoes

PR
SEO
SEO
Social Media
Digital Marketing
Pay per click
Online Articles
NEWS
Mobile Apps
E-mail & News


Lead
Generation
STRANGER
PROSPECT
(inquiry/contact)
LEAD
CUSTOMER

1
Best Lead Generator

SEO


I tried
SEO before
and it didn't
work for me.

What is SEO?

What is SEO?

Search **E**ngine **O**ptimization

https://www.google.com/search?q=it+consulting+chicago&sourceid
it consulting chicago - Goo...
RoboForm Search Logins Bookmarks Google (+26) Allan Allan Walters Save Generate Home

Google

it consulting chicago

Sign in

All Maps Images Shopping Videos More Settings Tools

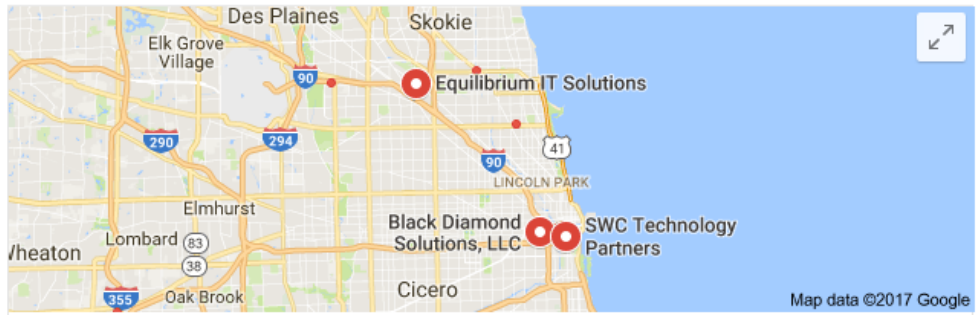
About 115,000,000 results (0.79 seconds)

IT Consultant Services Chicago - High-End Network Consultants
Ad www.agilitynetworks.com/
Computer Engineers Experts from Assessments to Desktop Planning. Call Today!
Services: Managed Services, IT Services and Projects, IT Audits and Assessments
Chicago, IL - (877) 244-5489 - Closed today · Hours

It consulting chicago - Provide fast reliable support - prometheum.com
Ad www.prometheum.com/ (888) 492-8737
IT Consulting Firm in **Chicago**. Stable and Friendly Staff. Call Us Now.
Services: Managed IT services, Cloud based solutions, Backup solutions, IT support, VPN remote...
1432 Dempster St, Evanston, IL - Closed today · Hours

Chicago's IT Consultants - PleasantSolutions.com
Ad www.pleasantsolutions.com/ITConsultant
Fast-growth **IT consulting** in IL. A secure & risk managed approach.
Any Code, Any Platform · Free Initial Consultation
Software to Drive Growth · Call our Chicago Team · Programming Competencies

Custom Software Consulting - Call And See What's Possible
Ad discover.alligatortek.com/Custom
We provide a custom solution at a fixed price. Get the best of both worlds now!
Services: Custom Software, Web Apps, Mobile Apps, Microsoft Dynamics CRM, Database Develop...



Rating Hours

Chicago, IL · (773) 205-0200
Closed today

WEBSITE DIRECTIONS

SWC Technology Partners
No reviews · Computer Consultant
Chicago, IL · (630) 371-9598

WEBSITE DIRECTIONS

Black Diamond Solutions, LLC
4.9 ★★★★★ (17) · Computer Consultant
Chicago, IL · (312) 273-1830
Closed today

WEBSITE DIRECTIONS

More places

Chicago IT Consulting Firm | IT Consultants Chicago | SWC

https://www.swc.com/

Chicago IT consulting firm. SWC Technology Partners is a full-service IT company providing outsourced IT services including managed services, business software solutions, infrastructure support and digital marketing services for mid-sized **Chicago** businesses.

Black Diamond Solutions: IT Consulting Firms Chicago | IT ...

blackdiamondsolutions.com/

A **Chicago IT consulting** firm, Black Diamond Solutions supplies mid-sized and small business IT support for IT project management ranging from virtual desktop and cloud computing to network data security management and wireless networking solutions.

Switchfast: IT Consulting and Managed Services

https://www.switchfast.com/

Switchfast Technologies is an **IT consulting** and managed services provider, offering IT support ... I'm looking to grow my career with **Chicago's** Best & Brightest.

Top IT Services Chicago - 2017 Reviews | Clutch.co

https://clutch.co/it-services/chicago

3 days ago - Reviews of Leading **IT Consulting** Companies in the greater **Chicago** area. Find the best **IT consultants** for your needs.

EQInc.com: Chicago IT Consulting | Chicago IT Services

eqinc.com/

Equilibrium excels as a **Chicago** IT Services company, **Chicago IT Consulting** firm and an IT Managed Services Provider. Experience the EQ Difference.

Catalyst Consulting Group, Inc.: IT Consulting Chicago | Management ...

www.catconsult.com/

Catalyst is a solution-based **Chicago IT consulting** firm developing technology solutions to help clients grow & tackle their most difficult challenges.

Technology Consulting Firm Jobs, Employment in Chicago, IL | Indeed ...
www.indeed.com/q-Technology-Consulting-Firm-l-Chicago,-IL-jobs.html
Jobs 1 - 10 of 981 - Apply to Technology **Consulting** Firm jobs available in **Chicago**, IL on Indeed.com, the world's largest job site.

Technology Consultant Jobs, Employment in Chicago, IL | Indeed.com
https://www.indeed.com/q-Technology-Consultant-l-Chicago,-IL-jobs.html
Jobs 1 - 10 of 2212 - Search 2212 Technology **Consultant** jobs available in **Chicago**, IL on Indeed.com, the world's largest job site.

Consulting Firms in Chicago
www.consultingbench.com/consulting-firms/city/Chicago
A comprehensive list of Management, IT and HR **Consulting** firms in **Chicago**.

Mindsight | Chicago IT Consulting Firm | IT Services
www.gomindsight.com/
Mindsight, a **Chicago IT consulting** firm, specializes in data center, network, collaboration, and call center solutions as well as managed IT services.

IT Consulting - Protiviti Consultants
Ad www.protiviti.com/IT/Consulting
Find out what our Global **Consulting** Experts can do for your Business.
Business Solutions · Robert Half Company · Solving Business Problems · Independent Consultants
Cyber Security · ERP Solutions · Software Services · Internal Audits · Digital Wave of Change

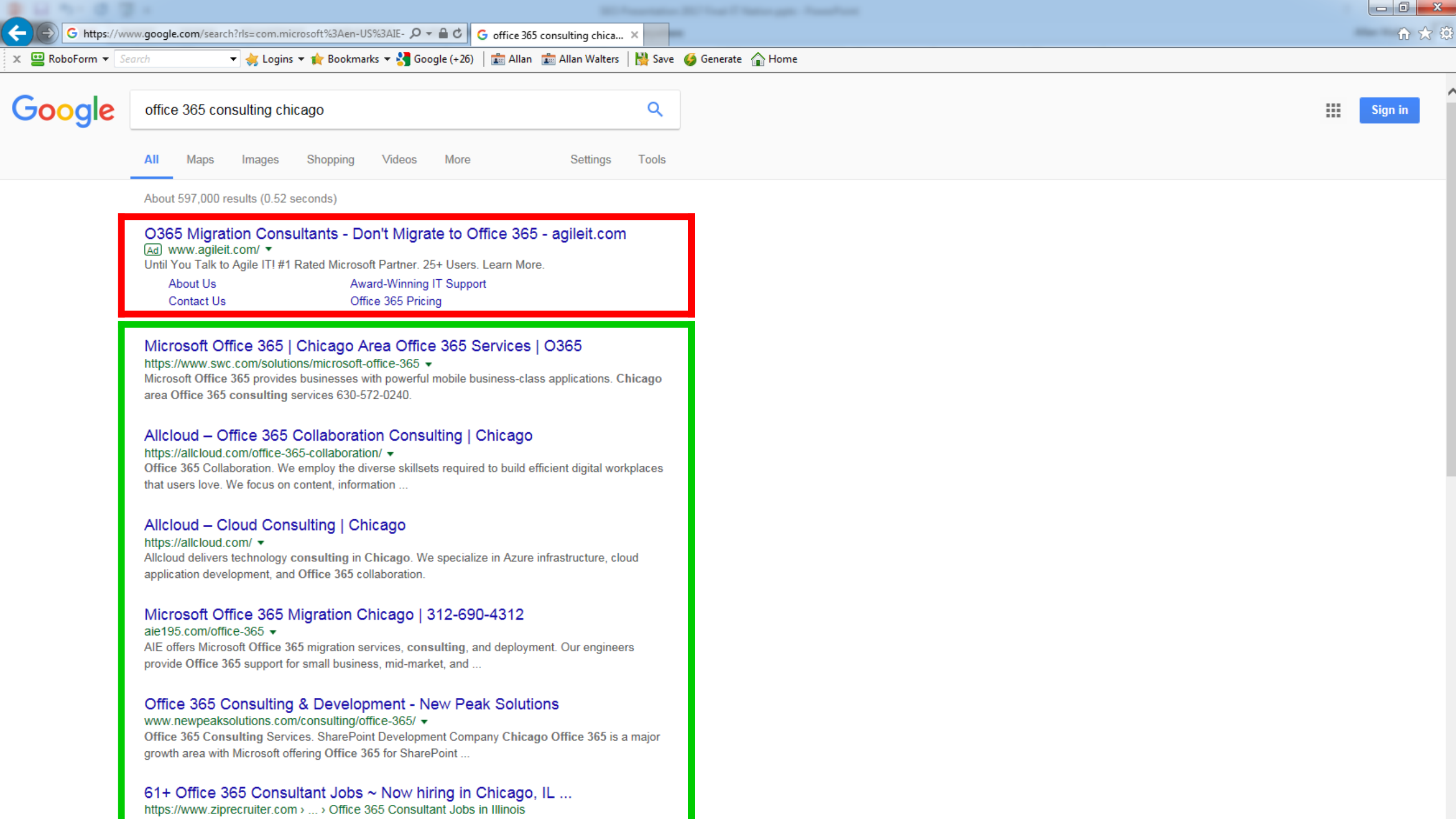
SapientRazorfish_ - IT Modernization
Ad www.sapientrazorfish.com/
We Drive Digital Business Transformation through Radical Customer Centricity.
How Can We Work Together? · Customer Experience · Commerce · Careers · Data & AI

Acqueity® IT Consulting - Chicago's Leading IT Firm
Ad www.aqueity.com/it-consultants
IT Consultants for **Chicago** Businesses. Free Assessment. Get in Touch Today!

Searches related to it consulting chicago

technology consulting chicago	**swc technology partners indianapolis**
it **support** chicago	**swc technology partners glassdoor**
swc technology partners chicago	**swc technology partners careers**
managed it **services** chicago	**swc technology partners salary**

Goooooooooogle ›


https://www.google.com/search?rls=com.microsoft%3Aen-US%3AIE-
office 365 consulting chica...
RoboForm
Search
Logins
Bookmarks
Google (+26)
Allan
Allan Walters
Save
Generate
Home
Google
office 365 consulting chicago
Sign in
All
Maps
Images
Shopping
Videos
More
Settings
Tools
About 597,000 results (0.52 seconds)
O365 Migration Consultants - Don't Migrate to Office 365 - agileit.com
Ad www.agileit.com/
Until You Talk to Agile IT! #1 Rated Microsoft Partner. 25+ Users. Learn More.
About Us
Award-Winning IT Support
Contact Us
Office 365 Pricing
Microsoft Office 365 | Chicago Area Office 365 Services | O365
https://www.swc.com/solutions/microsoft-office-365
Microsoft Office 365 provides businesses with powerful mobile business-class applications. Chicago area Office 365 consulting services 630-572-0240.
Allcloud – Office 365 Collaboration Consulting | Chicago
https://allcloud.com/office-365-collaboration/
Office 365 Collaboration. We employ the diverse skillsets required to build efficient digital workplaces that users love. We focus on content, information ...
Allcloud – Cloud Consulting | Chicago
https://allcloud.com/
Allcloud delivers technology consulting in Chicago. We specialize in Azure infrastructure, cloud application development, and Office 365 collaboration.
Microsoft Office 365 Migration Chicago | 312-690-4312
aie195.com/office-365
AIE offers Microsoft Office 365 migration services, consulting, and deployment. Our engineers provide Office 365 support for small business, mid-market, and ...
Office 365 Consulting & Development - New Peak Solutions
www.newpeaksolutions.com/consulting/office-365/
Office 365 Consulting Services. SharePoint Development Company Chicago Office 365 is a major growth area with Microsoft offering Office 365 for SharePoint ...
61+ Office 365 Consultant Jobs ~ Now hiring in Chicago, IL ...
https://www.ziprecruiter.com › ... › Office 365 Consultant Jobs in Illinois

Office 365 Support & Consulting - The SMB Help Desk
https://thesmbhelpdesk.com/cloud-solutions/.../microsoft-office-365-consulting/
The SMB Help Desk specializes in selecting & implementing the right **Office 365** solution for our clients. Increase business productivity with our help.

Top Microsoft Office 365 Consultants - Leaders Matrix | Clutch.co
https://clutch.co/it-services/microsoft-office-365/leaders-matrix
Oct 21, 2017 - Rankings and reviews of leading Microsoft **Office 365 consulting**, migration and systems integration companies.

Chicago - SharePoint Office 365 Consultant Microsoft Partner | Inspire ...
www.inspiredata.net/chicago/
As leading SharePoint **Consultants** in **Chicago** we can help you get more from SharePoint – to address users' specific day-to-day business needs and maximize ...

Microsoft Office 365, Business Premium, Essentials-Naperville, Aurora ...
https://www.osgusa.com/microsoft/office365-consulting-support.html
May 23, 2017 - **Office 365** Business Essentials and Premium **Consulting** Naperville, Aurora, **Chicago** Il. Outsource IT Solutions Group, located in Naperville IL, ...

Office 365 Consulting - Award Winning Company
Ad www.softwebsolutions.com/Office-365/Migration
Customize, Migrate and Deploy All Solutions for **Office 365**. Talk to Our Experts.
Free Consultation · Fast Process · 100% Migration · No Data Loss Guaranty
How to Migrate · Talk to Expert · Mailbox Migration - PDF · Migrate MailBox & Domain

Your Migration Experts - SharePoint to Office 365
Ad www.incworx.com/
Avoid risks when migrating to **Office 365**. Get started today. *100% US-based
SharePoint Consulting · Contact Us · SharePoint Support
N Roselle Rd, Schaumburg - (847) 839-9679 - Open today · Open 24 hours

Need An Office 365 Consultant? - Work With A Microsoft Partner.
Ad www.dmcinfo.com/Office-365/consultation
Chicago-Based **Office 365** Development & Support For Businesses. Call Us!
Get An Estimate · Great Experience · Get A Free Consultation
Highlights: No Obligations, Free Consultations

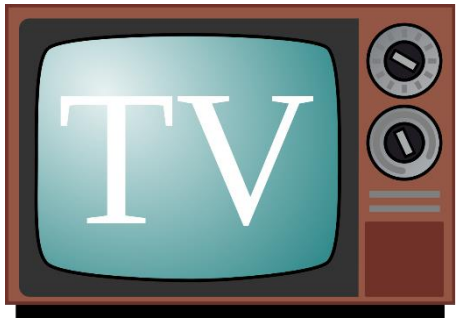
Goooooooooogle ›
1 2 3 4 5 6 7 8 9 10 Next

SEO

1
Best Lead Generator

Why?

TIMING IS EVERYTHING


TV

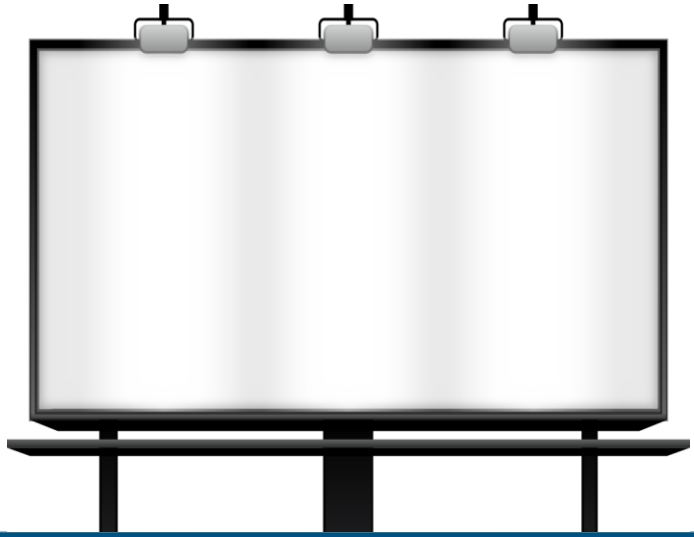
NEWS

http://

SOCIAL
MEDIA

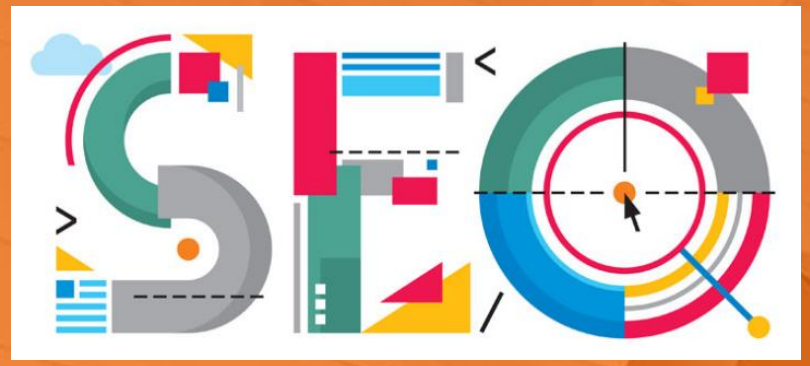
SPONSORSHIPS
FOR ANYTHING

LUNCH
&
LEARN



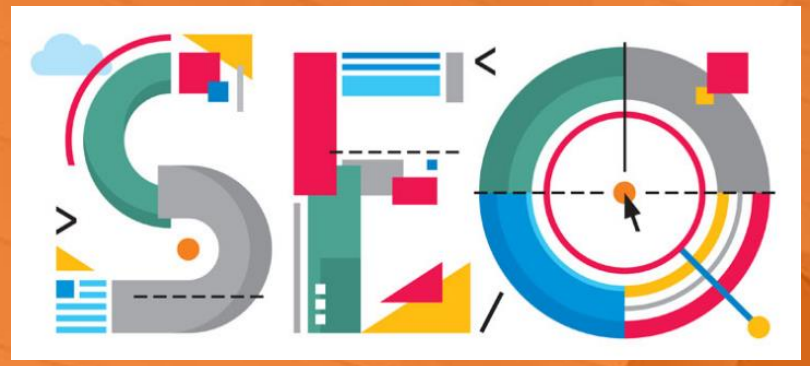
email
marketing

SUBSCRIBE
to our newsletter



PERFECT TIMING

Google Search I'm Feeling Lucky



PERFECT TIMING

MEDIUM | HIGH
LOW
TRUST

What do people
trust

I AM
INDEPENDENT

Real Life Scenario

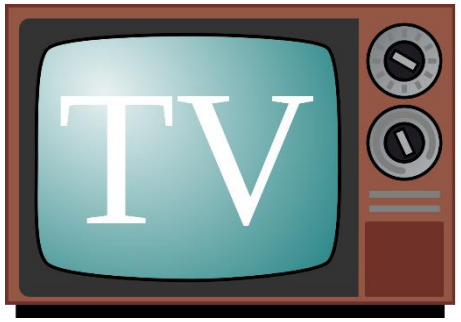
Ford
STUART POWELL

I'M AWESOME.

is

Awesome!

I AM NOT
INDEPENDENT


TV

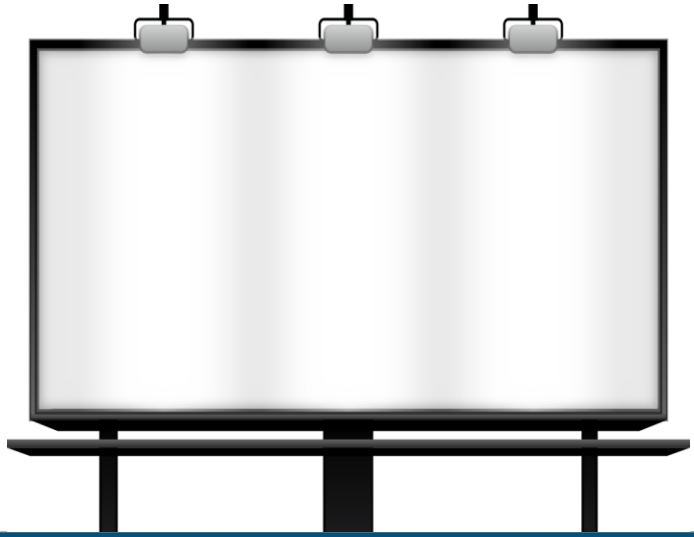
NEWS

http://

SOCIAL
MEDIA

SPONSORSHIPS
FOR ANYTHING

LUNCH
&
LEARN



email
marketing

SUBSCRIBE
to our newsletter

What is the Most trusted?

WORD OF MOUTH

W. O'DONNELL CONSULTING

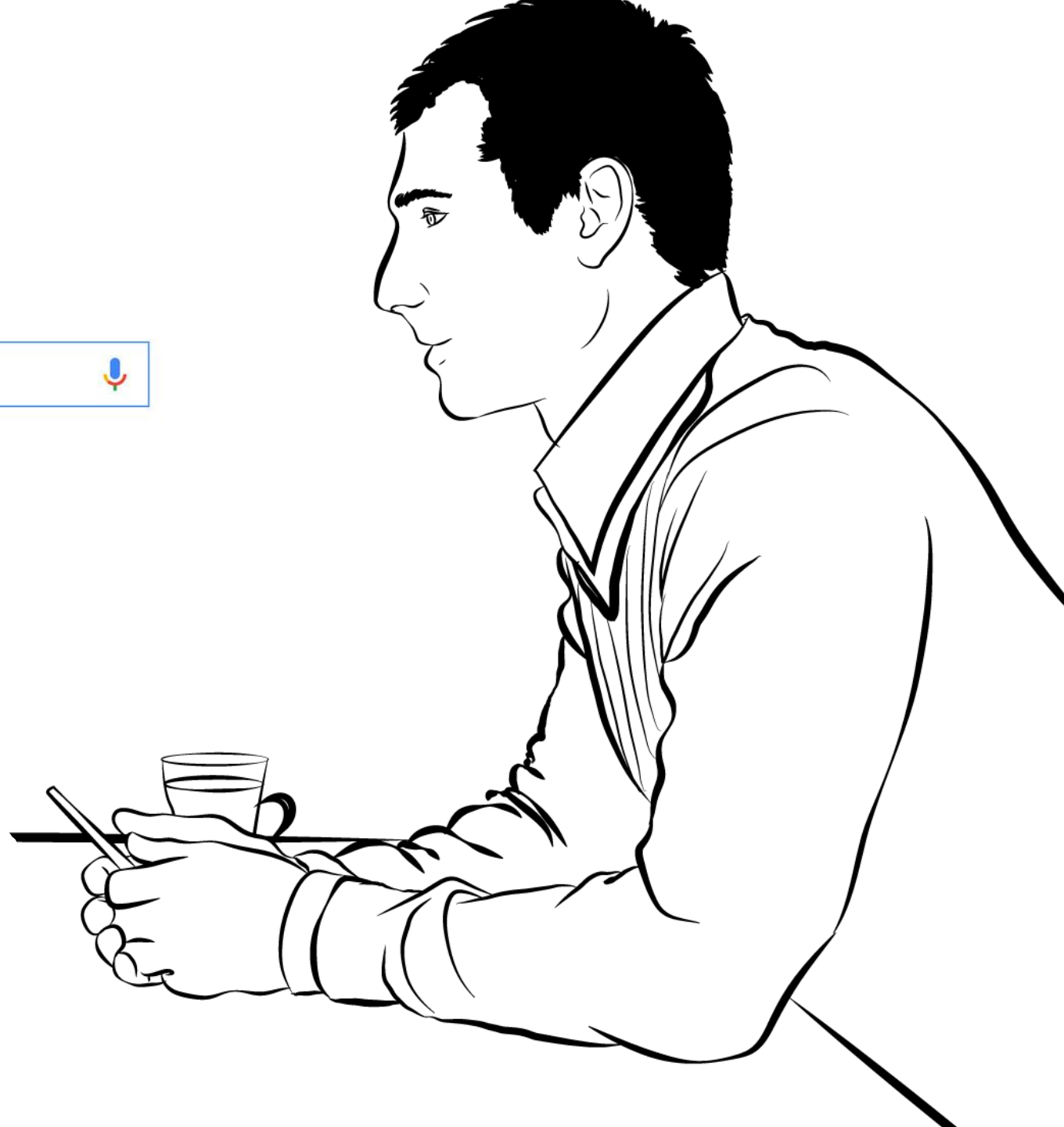
HOSTED BY ConnectWise®

92%
92% OF CONSUMERS TRUST REFERRALS FROM PEOPLE THEY KNOW. - NIELSEN

Google

Google Search I'm Feeling Lucky

WORD OF MOUTH



https://www.google.com/search?rls=com.microsoft%3Aen-US%3AIE- | office 365 consulting chica...

RoboForm | Search | Logins | Bookmarks | Google (+26) | Allan | Allan Walters | Save | Generate | Home

Google

office 365 consulting chicago

Sign in

All | Maps | Images | Shopping | Videos | More | Settings | Tools

About 597,000 results (0.52 seconds)

O365 Migration Consultants - Don't Migrate to Office 365 - agileit.com
Ad www.agileit.com/
Until You Talk to Agile IT! #1 Rated Microsoft Partner. 25+ Users. Learn More.
About Us | Award-Winning IT Support
Contact Us | Office 365 Pricing

Microsoft Office 365 | Chicago Area Office 365 Services | O365
https://www.swc.com/solutions/microsoft-office-365
Microsoft **Office 365** provides businesses with powerful mobile business-class applications. **Chicago** area **Office 365 consulting** services 630-572-0240.

Allcloud – Office 365 Collaboration Consulting | Chicago
https://allcloud.com/office-365-collaboration/
Office 365 Collaboration. We employ the diverse skillsets required to build efficient digital workplaces that users love. We focus on content, information ...

Allcloud – Cloud Consulting | Chicago
https://allcloud.com/
Allcloud delivers technology **consulting** in **Chicago**. We specialize in Azure infrastructure, cloud application development, and **Office 365** collaboration.

Microsoft Office 365 Migration Chicago | 312-690-4312
aie195.com/office-365
AIE offers Microsoft **Office 365** migration services, **consulting**, and deployment. Our engineers provide **Office 365** support for small business, mid-market, and ...

Office 365 Consulting & Development - New Peak Solutions
www.newpeaksolutions.com/consulting/office-365/
Office 365 Consulting Services. SharePoint Development Company **Chicago Office 365** is a major growth area with Microsoft offering **Office 365** for SharePoint ...

61+ Office 365 Consultant Jobs ~ Now hiring in Chicago, IL ...
https://www.ziprecruiter.com › ... › Office 365 Consultant Jobs in Illinois

trusted

HIGHLY RECOMMENDED

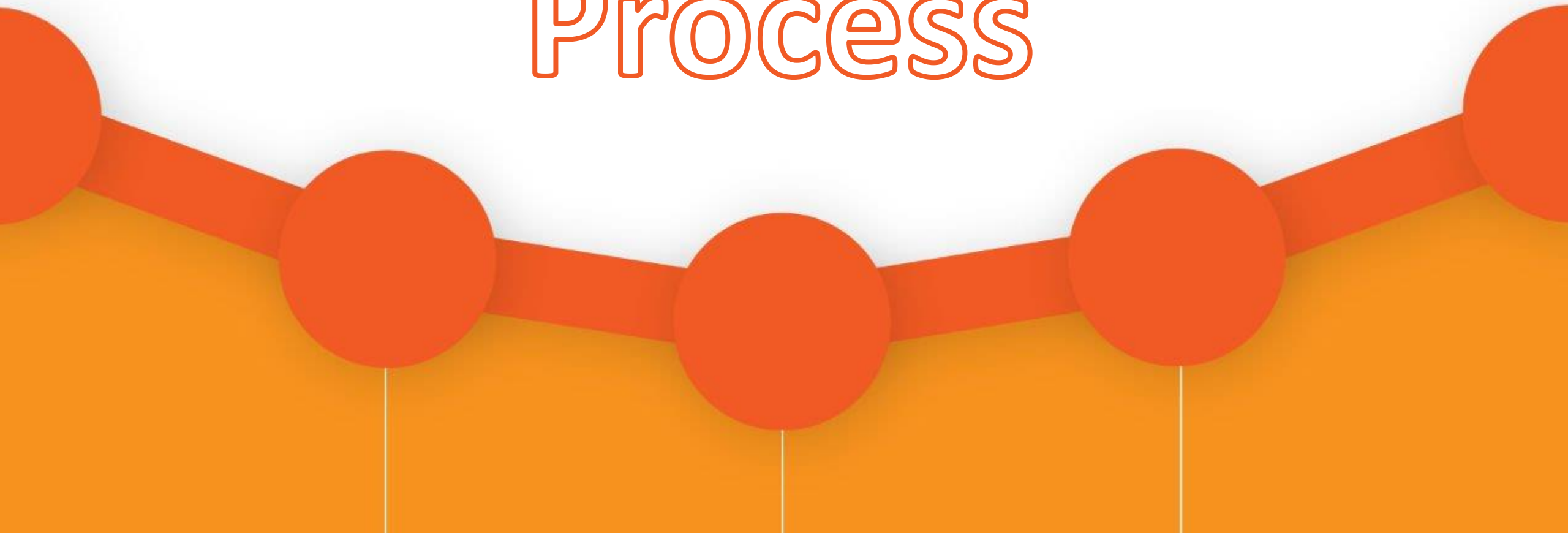
Timing

Trust

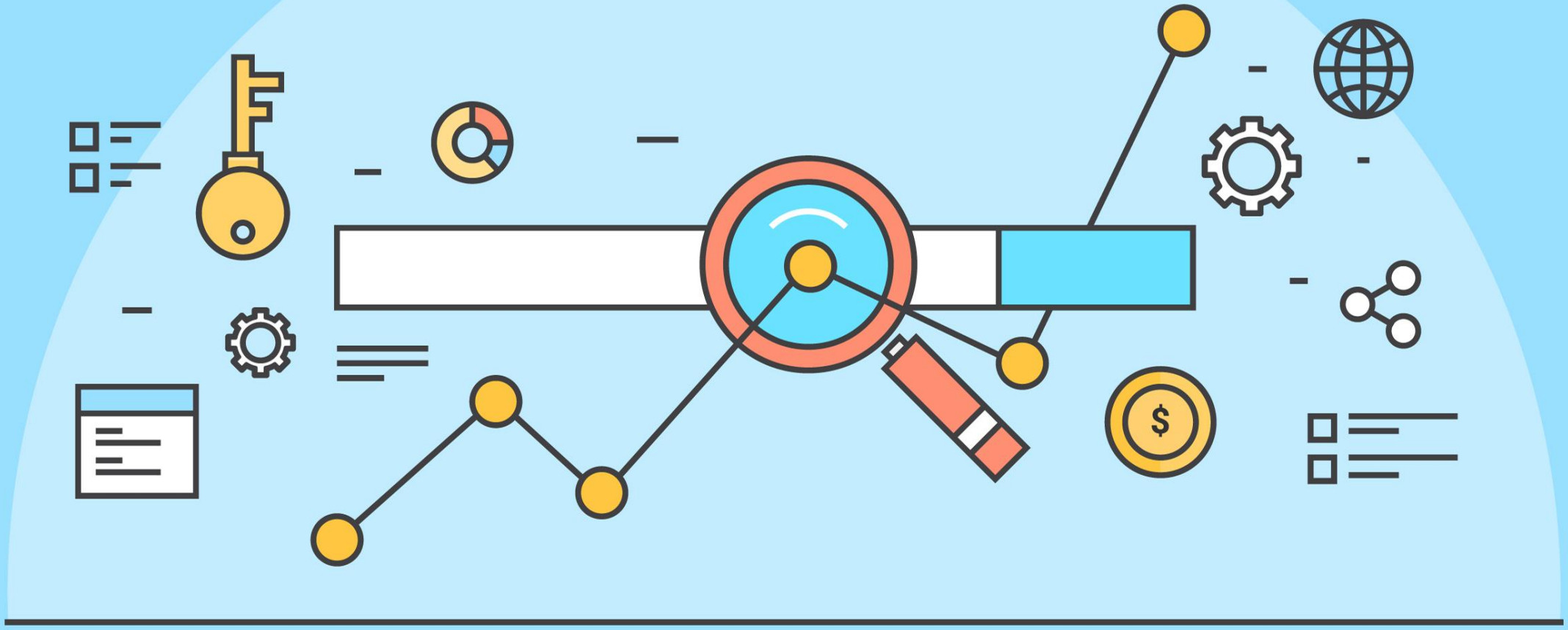
But I said,
I tried SEO
before and
it didn't work.

Traditional
SEO
IS
DEAD

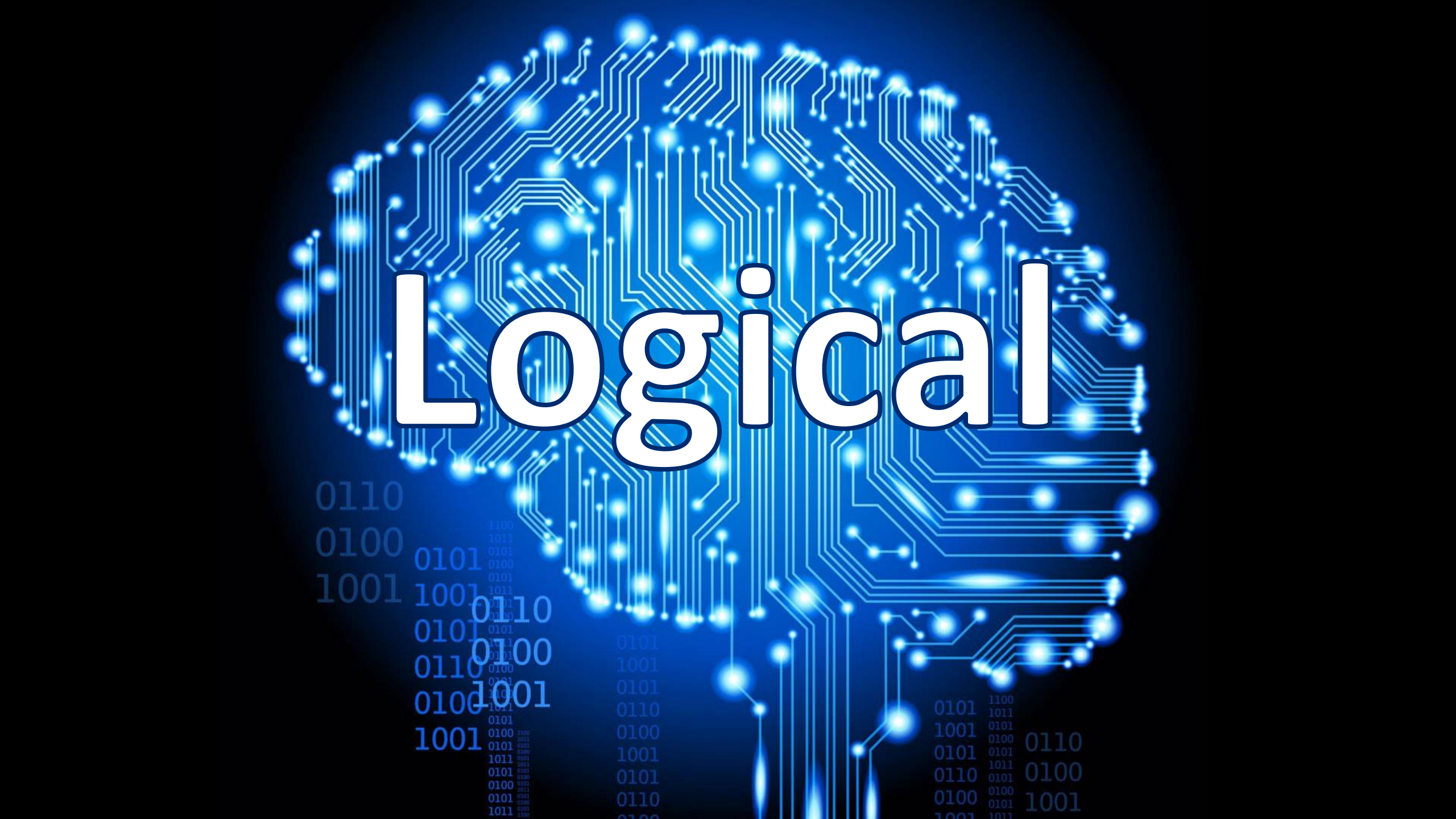
The Traditional SEO Process



KEYWORD RESEARCH

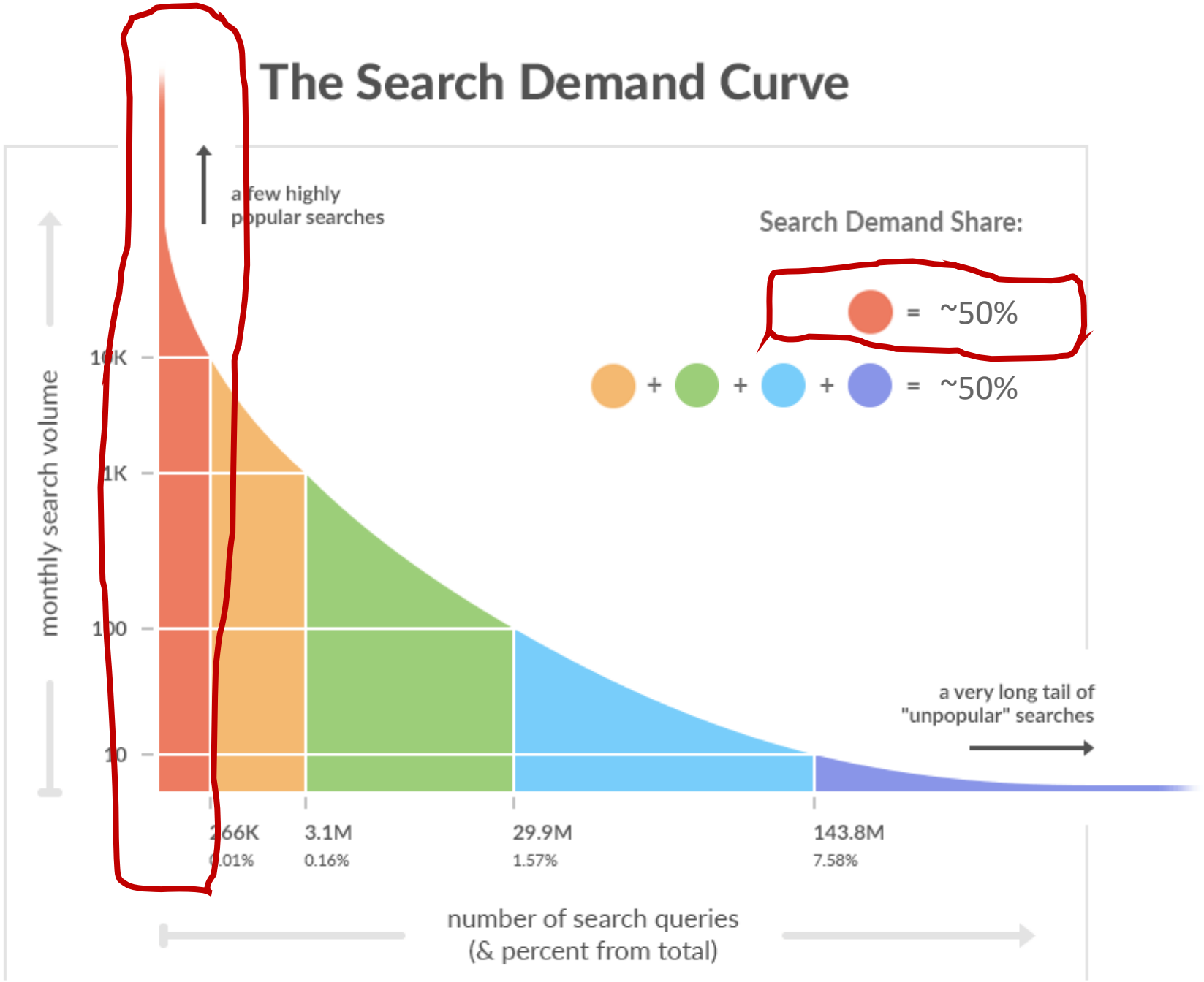


4,000 phrases


Logical

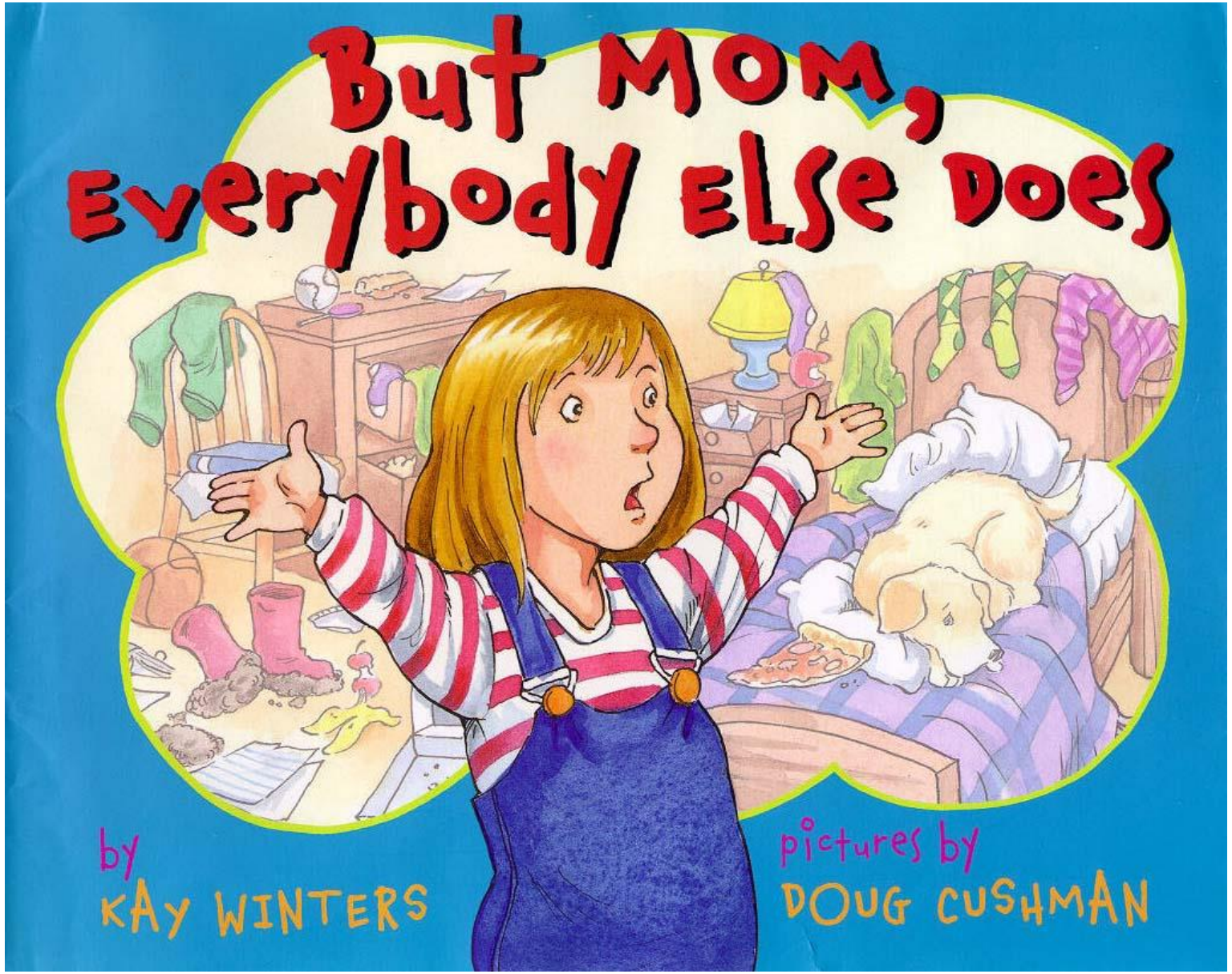
1. IT Support	x	8,000
2. IT Consultant	x	7,800
3. IT Company	x	6,500
4. Cyber Security	x	6,000
5. IT Services	x	5,800
6. Computer Store	x	5,100
7. Outsourced IT	x	4,800
8. Tech Support	x	4,500
9. Managed IT Services	x	3,900

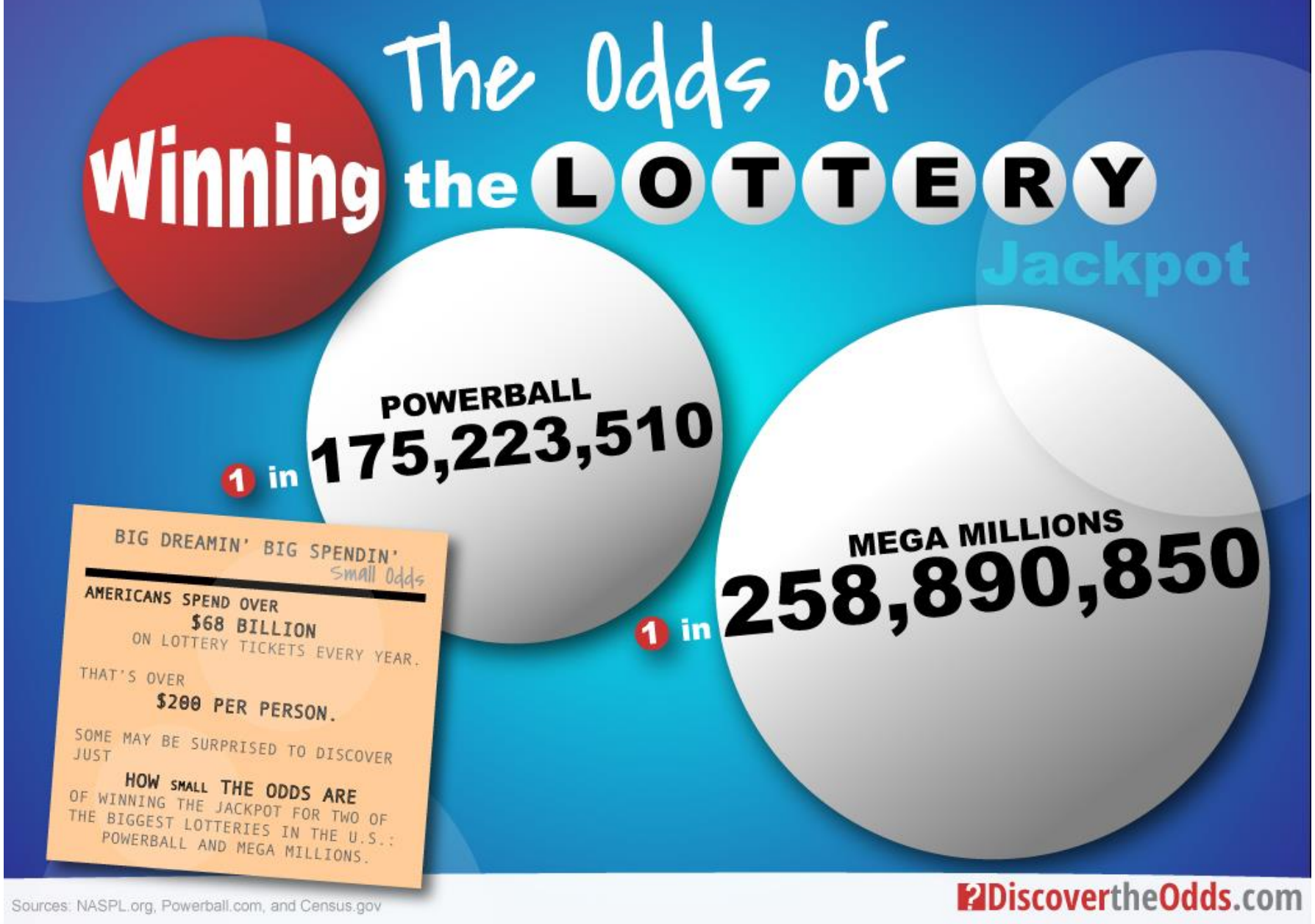
3,992.	Microsoft Azure Hosting Consultant	x	4
3,993.	Office 365 Migration Services	x	3
3,994.	Wireless Network Installation	x	3
3,995.	Remote Server Monitoring Company	x	2
3,996.	Dark Web Monitoring Service	x	2
3,997.	Citrix Consulting Company	x	1
3,998.	VoIP Solutions for Small Business	x	1
3,999.	SharePoint Development Firm	x	1
4,000.	Network Penetration Testing Services	x	1


The Search Demand Curve
a few highly popular searches
Search Demand Share:
= ~50%
+ + + = ~50%
monthly search volume
10K
1K
100
10
a very long tail of "unpopular" searches
166K
0.01%
3.1M
0.16%
29.9M
1.57%
143.8M
7.58%
number of search queries
(& percent from total)

20% Effort
80% Results

1. IT Support
2. IT Consultant
3. IT Company
4. Cyber Security
5. IT Services


But Mom, Everybody Else Does
by
KAY WINTERS
pictures by
DOUG CUSHMAN


Winning
The Odds of
the LOTTERY
Jackpot
POWERBALL
1 in 175,223,510
MEGA MILLIONS
1 in 258,890,850
BIG DREAMIN' BIG SPENDIN'
Small Odds
AMERICANS SPEND OVER
$68 BILLION
ON LOTTERY TICKETS EVERY YEAR.
THAT'S OVER
$200 PER PERSON.
SOME MAY BE SURPRISED TO DISCOVER JUST
HOW SMALL THE ODDS ARE
OF WINNING THE JACKPOT FOR TWO OF THE BIGGEST LOTTERIES IN THE U.S.: POWERBALL AND MEGA MILLIONS.
Sources: NASPL.org, Powerball.com, and Census.gov
DiscovertheOdds.com

it support atlanta

All Images News Shopping Maps More Settings Tools

About 585,000,000 results (0.82 seconds)

IT Managed Services Provider | Exceptional and Responsive

Ad www.itintegritytn.com/

Local, Certified **Support** with IT Integrity. Contact Us Today! 24/7 **IT Support**. Friendly **Support**, Proactive Network Monitoring.

IT Consulting · Professional Services · Cloud Integrations · Digital Marketing

IT Consulting & Support | Increased Productivity

Ad www.dynamicquest.com/ (877) 761-9342

We develop individual IT solutions that address your business' specific needs.

Managed Help Desk Service · Disaster Recovery Plans · Managed Cloud Service

it services portland

All Images News Maps Shopping More Settings Tools

About 307,000,000 results (0.64 seconds)

Portland Managed IT Service | Small Business IT Help Desk

Ad www.myfastech.com/Business/IT-Support

Free Consultation With Our Experts. Affordable Managed IT Solutions For Small Businesses. 24/7/365 Response. 4-Hour On-Site Guarantee. Help Desk. Cloud **Services**. Email. Virus. VoIP & Telecommunications. Always Available 24/7. HIPAA Compliance.

5016 NE St Johns Rd, Vancouver, WA - Open today · 8:30 AM – 5:30 PM

Portland IT Managed Services | Get a Free Network Evaluation

Ad www.fixedfeeit.com/IT/Services (503) 635-7414

Flexible Solutions That Suit Your Business and Help Control Your IT Costs.

Testimonials · Why Choose Us · Cloud Services · IT Services

8705 SW Nimbus Ave Suite 310, Beaverton, OR

it consulting chicago

All Images Maps News Shopping More Settings Tools

About 219,000,000 results (0.58 seconds)

Wade | Telecom Consultants | wadeconsultants.com

Ad www.wadeconsultants.com/

It's easy to get lower bills and refunds. Let us do the work for you. Telecom experts serving businesses throughout the United States. Free Initial Consultation. Professional Services. Business Telecom Experts.

About Us · View Clients · Management Profiles

Information Technology Consulting | Proven Track Record of...

Ad www.silicus.com/ (866) 912-8855

Experts in building modern, powerful, secure, scalable & easy to maintain apps. 600...

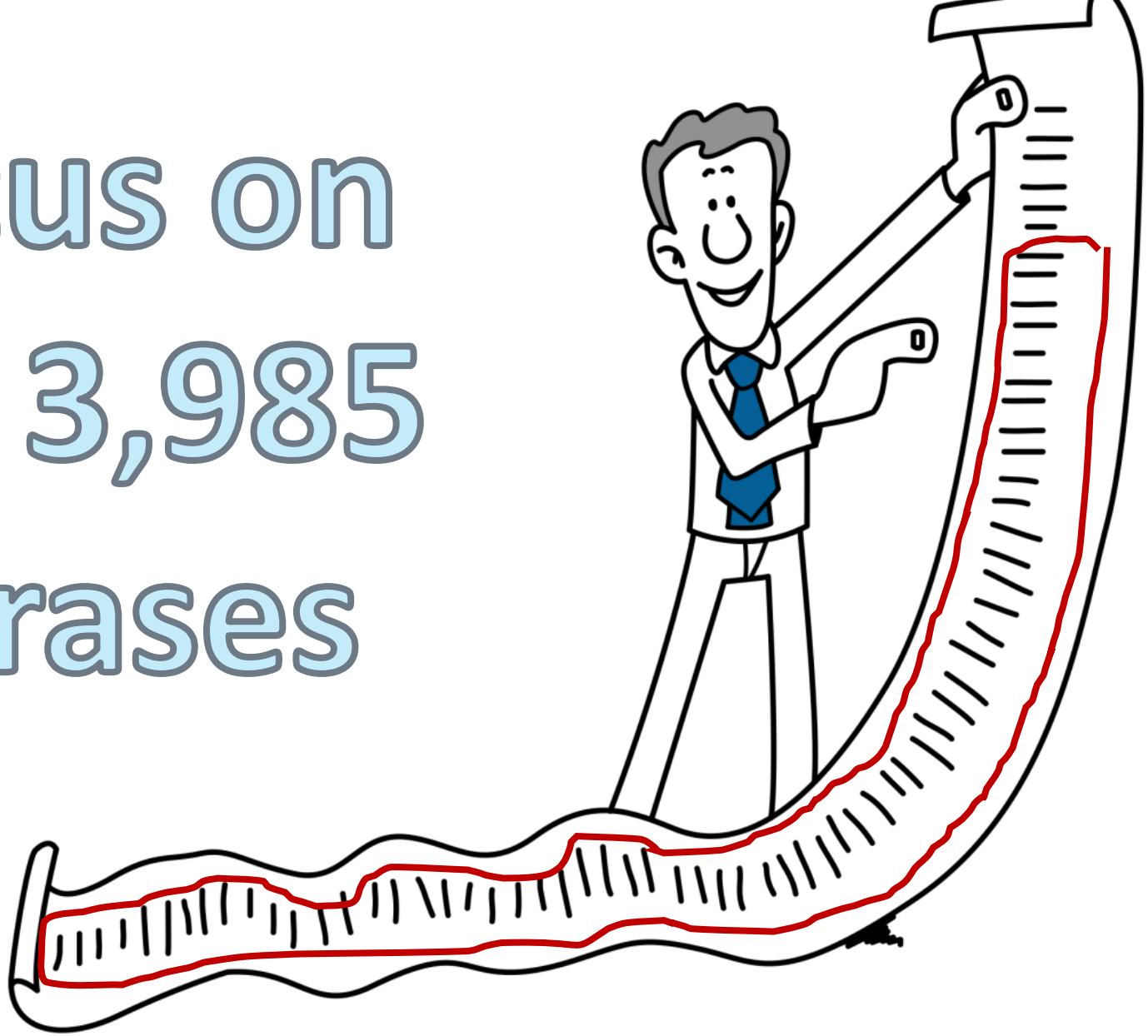
Multi-Technology Experts · Request Quote - S/W Dev · 98% On-Time Delivery

Traditional SEO

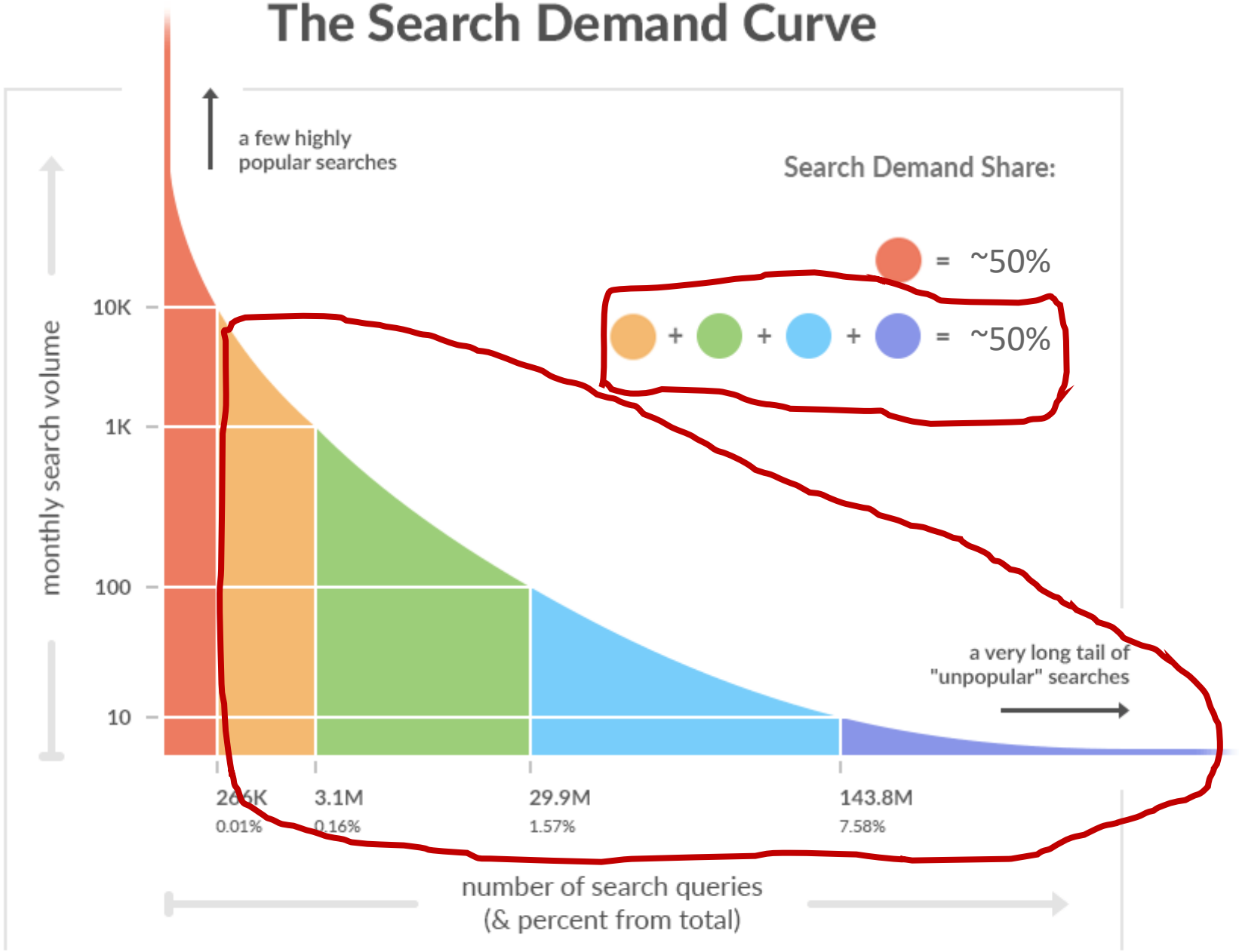
4,000 phrases

3,992.	Microsoft Azure Hosting Consultant	x	4
3,993.	Office 365 Migration Services	x	3
3,994.	Wireless Network Installation	x	3
3,995.	Remote Server Monitoring Company	x	2
3,996.	Dark Web Monitoring Service	x	2
3,997.	Citrix Consulting Company	x	1
3,998.	VoIP Solutions for Small Business	x	1
3,999.	SharePoint Development Firm	x	1
4,000.	Network Penetration Testing Services	x	1

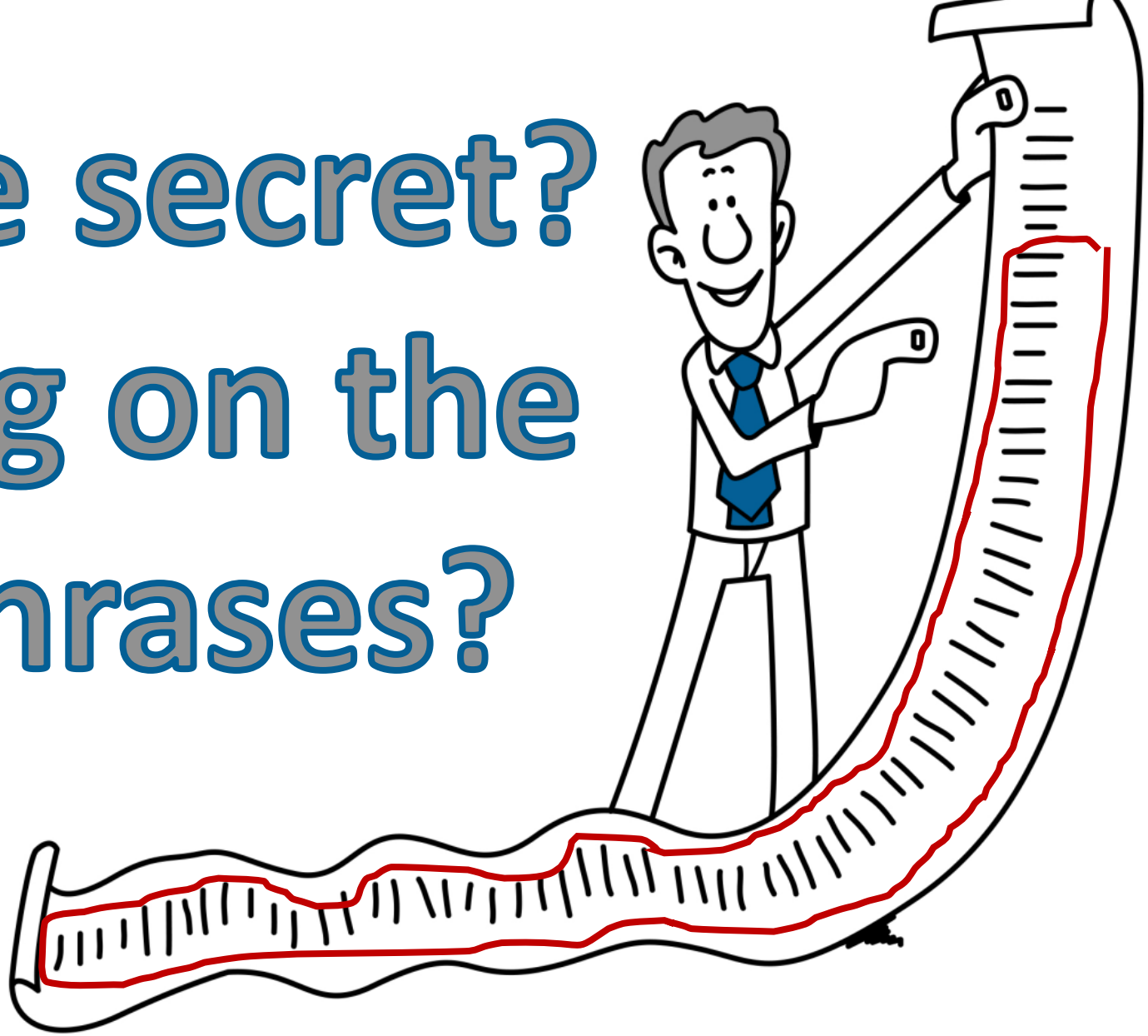
Focus on ALL 3,985 phrases



The Search Demand Curve



So that's the secret? Just focusing on the long tail phrases?



1/2

Understanding
Google

How does Google decide who ranks first?

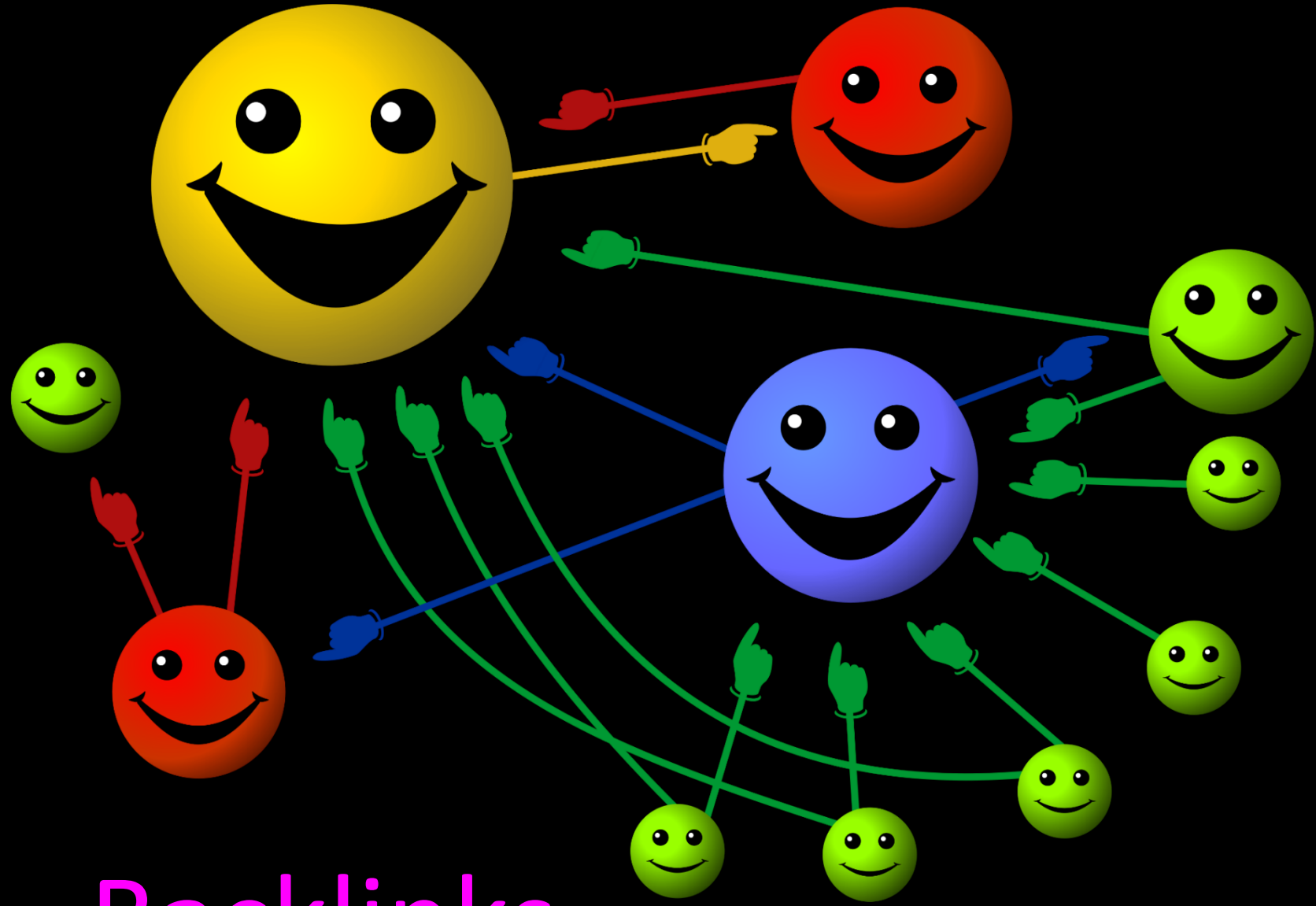
Authority

Are you a trusted source?

Do you address the search?

Relevance

How do I become an authority?



Backlinks

Examples

Find a Partner

Find a Reseller Partner | United States of America | 10001 | FILTER RESULTS | SEARCH

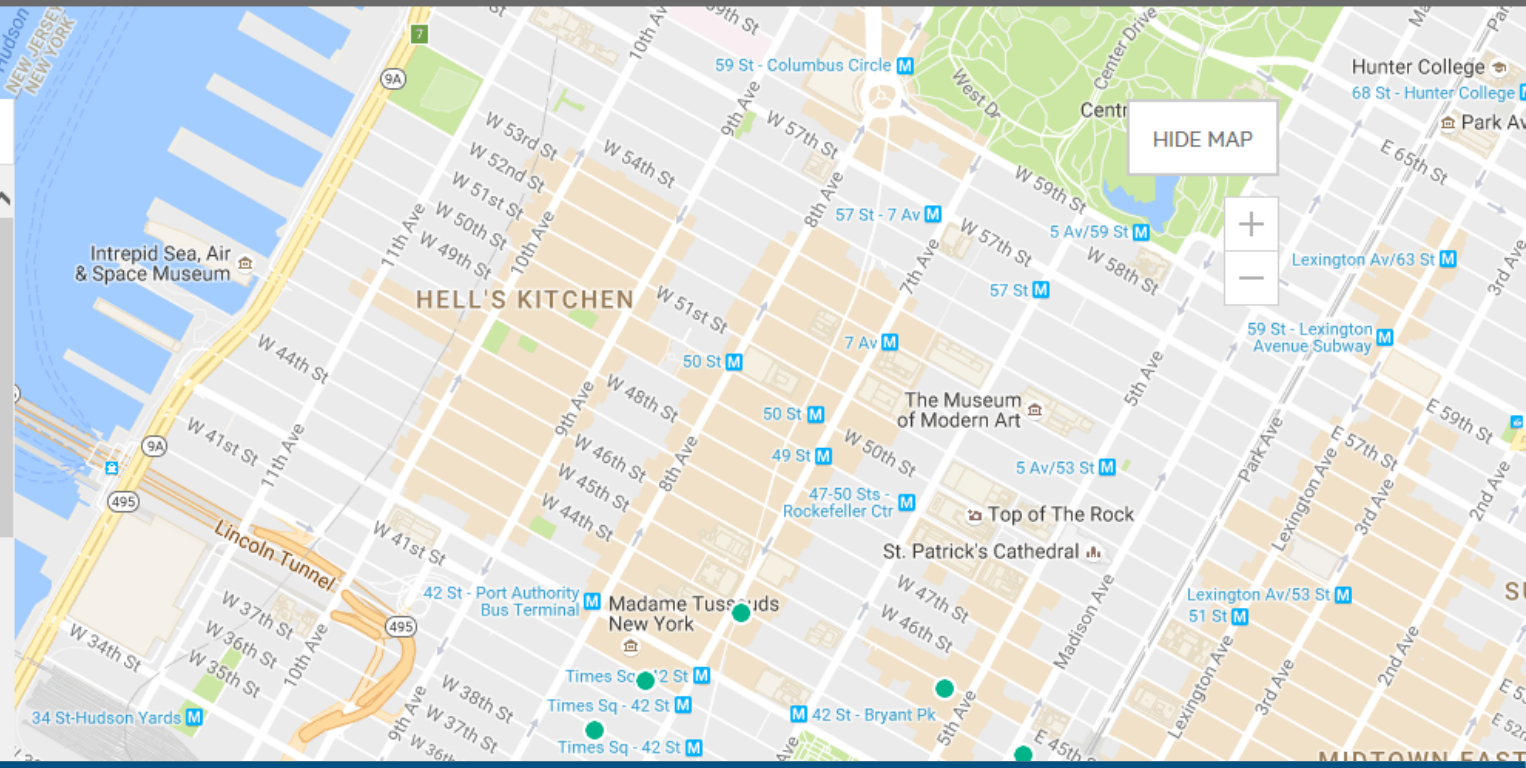
We found 250 results. Use Filter Results to In the toolbar to narrow your results.

250 Results Sort By Specialization

International Integrated Solutions Ltd
1.4 miles
+1-212-5277525
Visit Website
PLATINUM Partner
Specializations: 10
More Info

World Wide Technology Inc.
0.38 mile
+1-646-2642000
Shannon.Thomas@wwt.com
Visit Website
PLATINUM Partner
Specializations: 9
More Info

Logicalis
0.49 mile
+1-212-9462830
info@us.logicalis.com
PLATINUM Partner
Specializations: 9



Fast Growth 2015: The Top 25

by **CRN Staff** on September 14, 2015, 9:00 am EDT

Email this CRN article

1 2 3 4 5 6 7 8 9 10 ... next ›

Rising To The Top

The Fast Growth 150 is CRN's annual ranking of the fastest growing solution providers, resellers, technology integrators and IT consultants in North America.

Recognizing companies with gross sales of at least $1 million, the Fast Growth 150 ranks companies based on their two year growth-rate (2012 & 2014 annual gross revenue).

Here we present the top 25 from this year's Fast Growth 150.

[Related: A Quick Study: The 2015 Fast Growth 150]

Next Page

FEATURED IN CRN

Apple iPhone 7 Plus Vs. Samsung Galaxy S7 Edge
The CRN Test Center takes a look at a key battle between Apple and Samsung in the smartphone wars.

ITBESTOFBREED.COM

- The Rise Of The Internet Of Things
- Here's Why The IoT Market Is About To Explode
- Which Marketing Skills Are Most Critical Today?
- Talk Back On LinkedIn: Midmarket Security Opportunities
- MSSPs Can Be Critical For Midmarket's Security Needs, Gartner Analyst Says
- Blog Roundup: Making Hyper-Converged Come Alive
- Keep An Eye On These 10 IoT Vendor Consortiums And Alliances

More

Lunch & Learn Series

Based on the success of a pilot Lunch & Learn session in November 2015, the Flagler County Chamber of Commerce, along with SCORE and the Palm Coast Business Assistance Center, will launch a three-part Lunch & Learn series next month. Designed to provide small business owners and operators valuable information on subjects vital to the success of their businesses, the introductory series will provide participants insights into three basic management activities vital to operating a successful and sustainable business. The following sessions are planned:

Business Planning – April 20

This session will provide an overview of how developing and operationalizing an effective plan to ensure profitability. Many business leaders feel they don't have the time to create a business plan, which is critical and not doing so virtually assures less than optimal performance.

Finance & Profitability – May 18

Money is to business as oxygen is to humans. In many cases small businesses owners do not have a clear understanding of where their money goes. The failure of not knowing is one reason why businesses do not succeed. This session will explore this important connection and offer practical advice business owners can apply.

Customer Service Essentials – June 15

Customer service is what makes the small business world go around. Happy customers are part of the best marketing plan, and word of mouth marketing is priceless. Learn how to delight customers during this session.

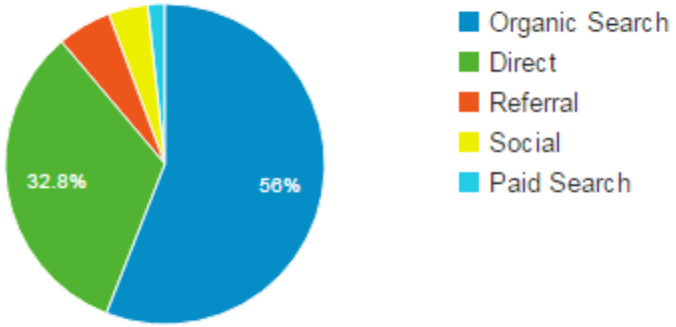
How do I become relevant?

CONTENT

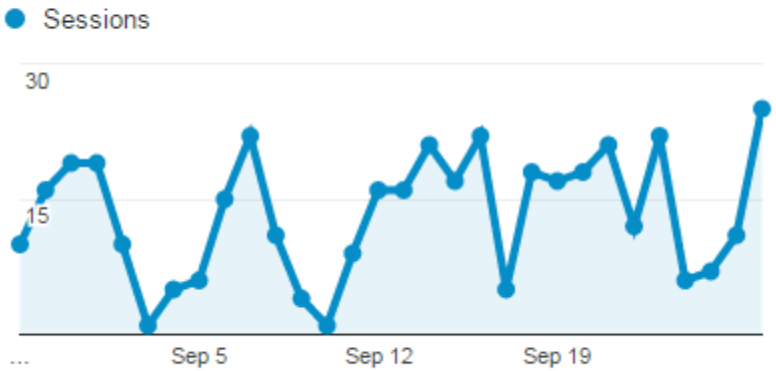
How will I know if it's working?

Google Analytics

Top Channels

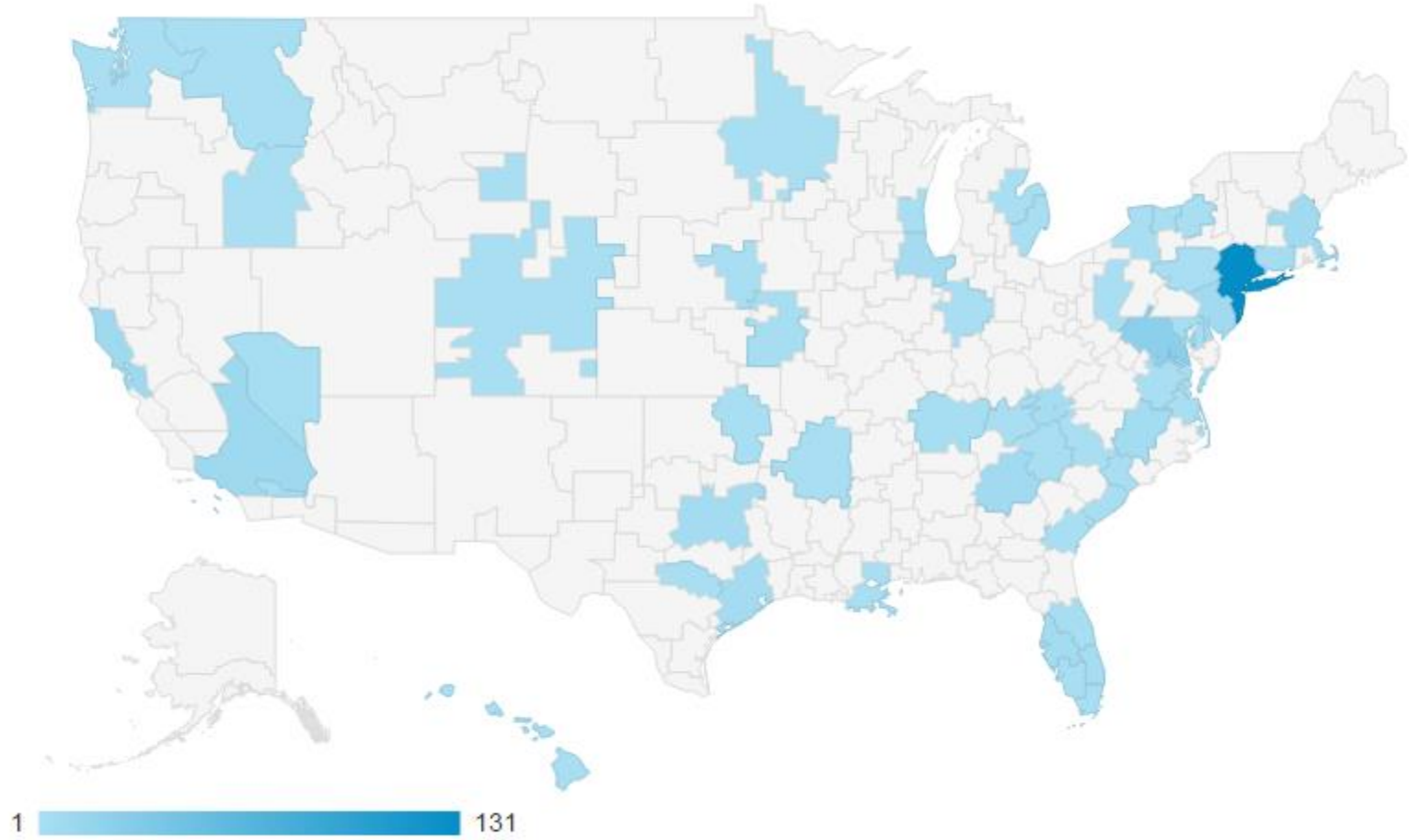


Sessions



	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			61.33%		
2 Direct	132			64.39%		
3 Referral	22			36.36%		
4 Social	16			50.00%		
5 Paid Search	7			57.14%		

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

Secure | https://wodonnell.id-visitors.com/#/app/dashboardnew?vts=82

Apps | Google SERPs Extract

W.O'Donnell Consulting

Allan Walters

- 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

24.24% ↓

25

33 previous period

Email Visitors

0

0 previous period

Form Capture Visitors

0

0 previous period

Page Views

69.39% ↑

559

330 previous period

Latest Visitors

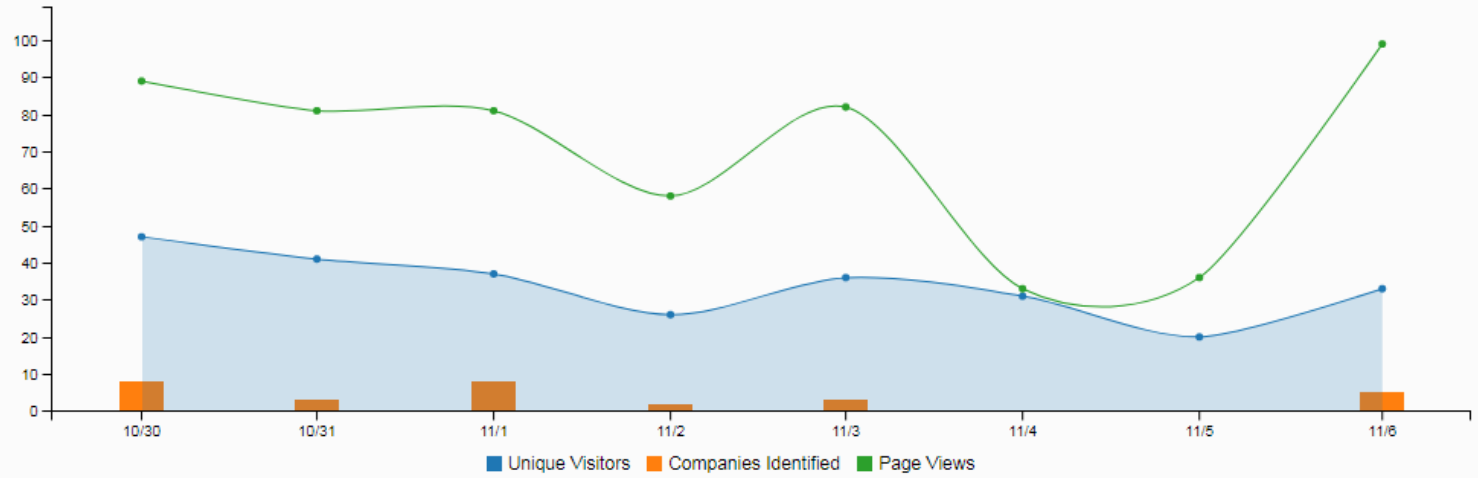
Help

- 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

Site Traffic Overview

Help



Latest Keywords

No search terms for this date range.

Recent Visits

Most Active Visiting Companies

Dashboard

Secure | https://wodonnell.id-visitors.com/#/app/dashboardnew?vts=82

Apps | Google SERPs Extract

W.O'Donnell Consulting

Allan Walters

- 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

24.24% ↓

25

33 previous period

Email Visitors

0

0 previous period

Form Capture Visitors

0

0 previous period

Page Views

69.39% ↑

559

330 previous period

Latest Visitors

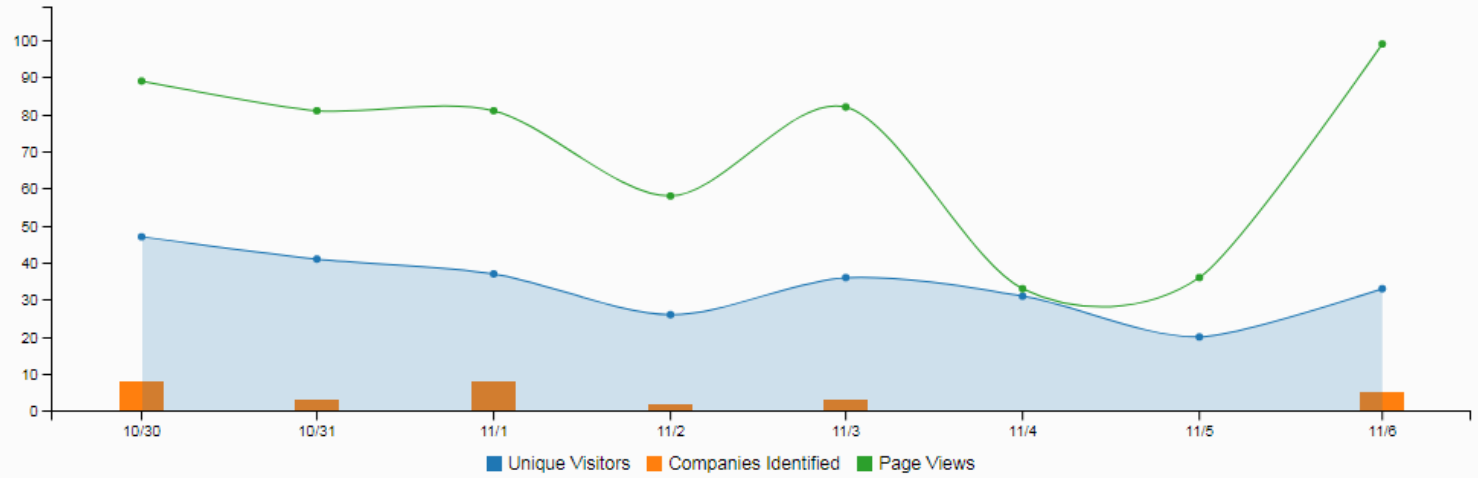
Help

- 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

Site Traffic Overview

Help

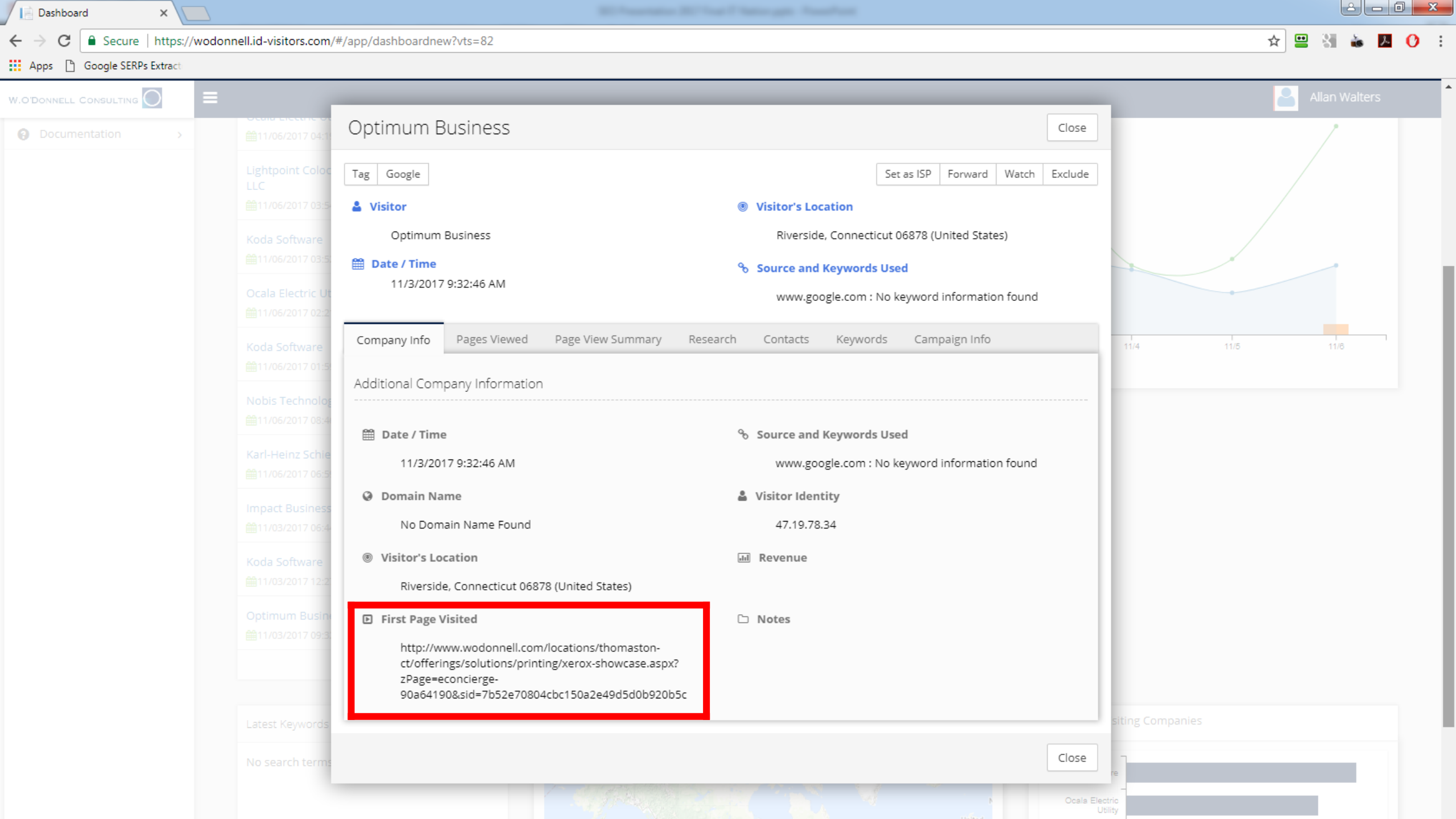


Latest Keywords

No search terms for this date range.

Recent Visits

Most Active Visiting Companies


Dashboard
Secure https://wodonnell.id-visitors.com/#/app/dashboardnew?vts=82
Apps
Google SERPs Extract
W.O'Donnell Consulting
Allan Walters
Documentation
Optimum Business
Close
Tag
Google
Set as ISP
Forward
Watch
Exclude
Visitor
Optimum Business
Visitor's Location
Riverside, Connecticut 06878 (United States)
Date / Time
11/3/2017 9:32:46 AM
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
11/3/2017 9:32:46 AM
Source and Keywords Used
www.google.com : No keyword information found
Domain Name
No Domain Name Found
Visitor Identity
47.19.78.34
Visitor's Location
Riverside, Connecticut 06878 (United States)
Revenue
First Page Visited
http://www.wodonnell.com/locations/thomaston-ct/offerings/solutions/printing/xerox-showcase.aspx?zPage=econcierge-90a64190&sid=7b52e70804cbc150a2e49d5d0b920b5c
Notes
Close
11/4
11/5
11/6
Latest Keywords
No search terms
Ocala Electric Utility

Leads | Site Dashboard

Secure | https://wodonnell.id-visitors.com/#/app/searchlead/

Apps | Google SERPs Extract

W.O'Donnell Consulting

Allan Walters

Home / Leads

Dashboard
Leads
Search Leads
Form Captures
Email Campaigns
Reporting
Analytics
Lead Handling
My Account
Billing
Configuration
Reseller
Documentation

Search Term:

Search Leads

CSV | Exc

Show 5

Date

11/1/

10/31

10/31

10/31

10/30

Showing 16 to 20

Help

Filter:

City

River Edge

Waterbury

Glostrup

San Jose

New York

Previous 1 2 3 4 5 Next Last

New York University

Close

Tag | Google

Set as ISP | Forward | Watch | Exclude

Visitor

New York University

Visitor's Location

New York, New York 10003 (United States)

Date / Time

10/30/2017 11:46:43 PM

Source and Keywords Used

Google PPC : No keyword information found

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

Additional Company Information

Date / Time

10/30/2017 11:46:43 PM

Source and Keywords Used

Google PPC : No keyword information found

Domain Name

nyu.edu

Visitor Identity

216.165.95.150

Visitor's Location

Washington Square
New York, New York 10003 (United States)

Revenue

$ 1 Billion

First Page Visited

https://www.wodonnell.com/offerings/services/network-support.aspx?gclid=Cj0KCQjwm9vPBRCQARIsABAIQYd0XHDonWBogQd2CK3K2IjeId-8xrzQf3OJXycaDGXYPygfW5-6wHMaAs6AEALw_wcB

Notes

Close

Leads | Site Dashboard

Secure | https://wodonnell.id-visitors.com/#/app/searchlead/

Apps | Google SERPs Extract

W.O'Donnell Consulting

Allan Walters

Home / Leads

Dashboard
Leads
Search Leads
Form Captures
Email Campaigns
Reporting
Analytics
Lead Handling
My Account
Billing
Configuration
Reseller
Documentation

Search Term:

Search Leads

CSV | Exc

Show 5

Filter:

Date | City

10/23 | Kharkiv
10/23 | New York City
10/23 | New York
10/23 | New York
10/23 | Maitland

Showing 36 to 40

1 ... 7 8 9 ... 15 Next Last

Help

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

Screen Recording

Record Phone Calls

Actual Calls From SEO

View Details

100 % Agent

00:41 / 00:40

0 % Customer

Download MP3

x1

Lead Status:

Capture Emails

How can I do this for my company?

SEO

GAME PLAN

To Do List

1. Self and Competitor Analysis*

123
Google Rankings

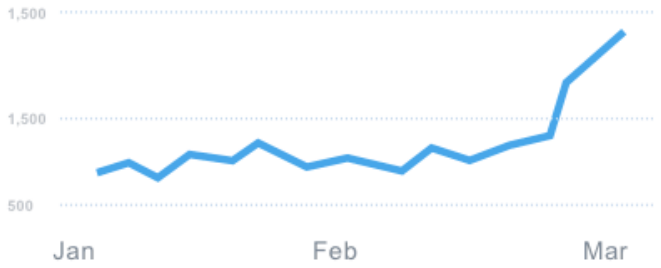
▲ 23%
Google Change

- Organic Search - 16,562
- Direct - 9,602
- Paid Search - 6,448
- Email - 1,282
- Referral - 997

21
Errors

173
Warnings

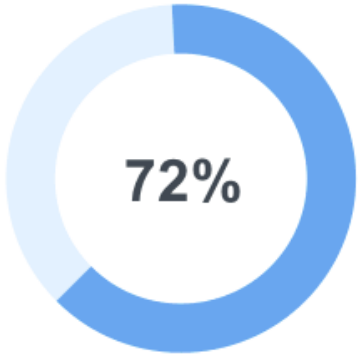
Google Change



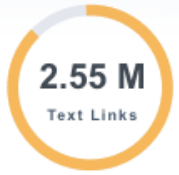
36,458
Visitors

56%
% New Visitors

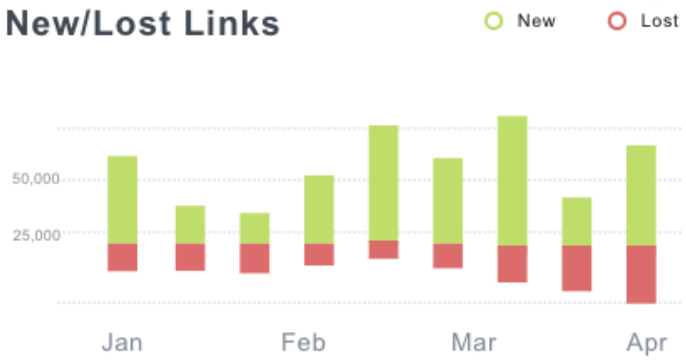
Score



Backlinks



New/Lost Links



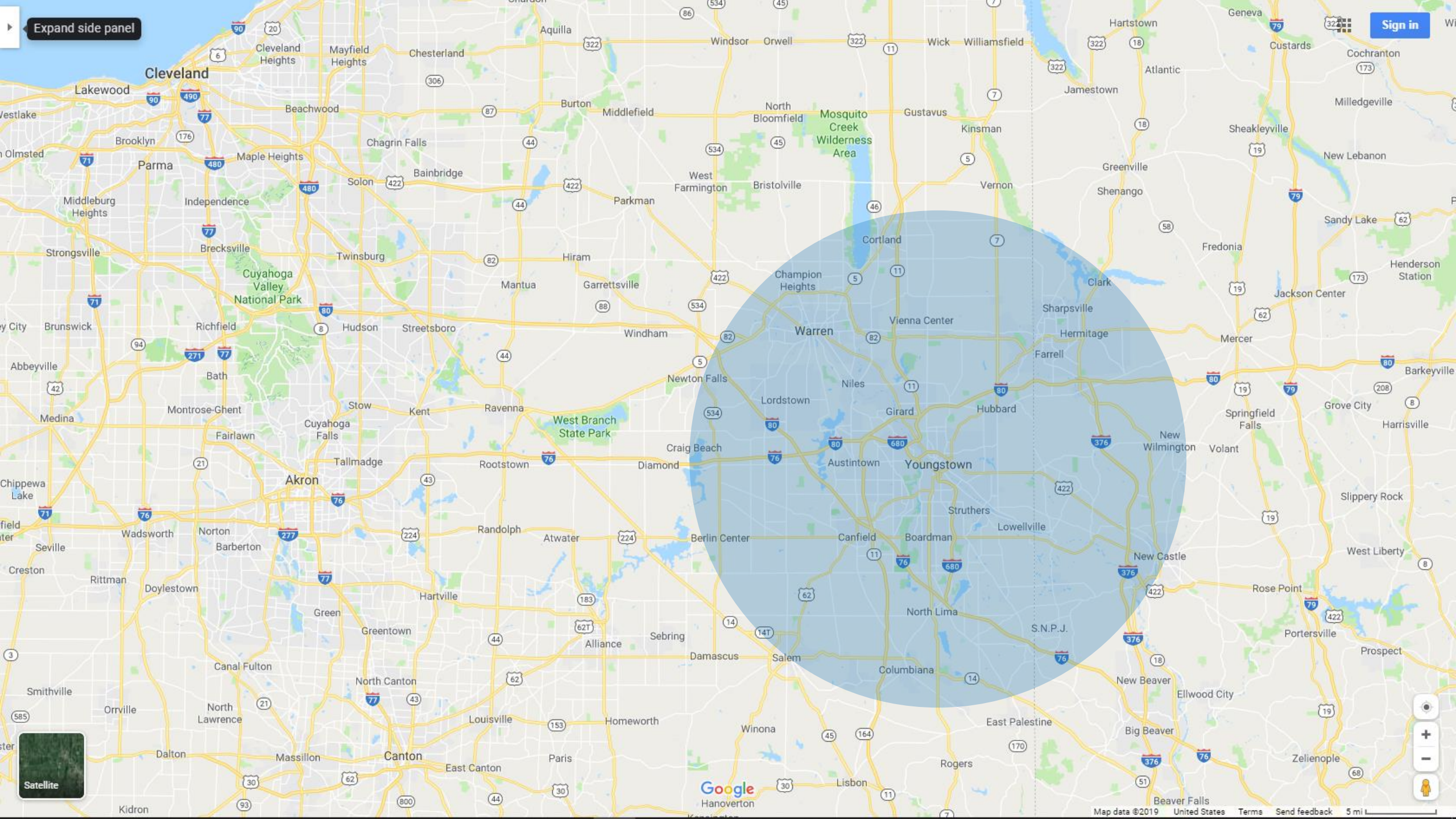
Google Search Console

1.10 M
Impressions

11,367
Clicks

To Do List

1. Self and Competitor Analysis*
2. **Define Your Service Area**


Expand side panel
Sign in
Cleveland
Lakewood
Cleveland Heights
Mayfield Heights
Chesterland
Aquilla
Windsor
Orwell
Wick
Williamsfield
Hartstown
Geneva
Custards
Cochranton
Atlantic
Jamestown
Milledgeville
Sheakleyville
New Lebanon
Greenville
Shenango
Vernon
Kinsman
Gustavus
Mosquito Creek Wilderness Area
North Bloomfield
Burton
Middlefield
Chagrin Falls
Bainbridge
Solon
West Farmington
Bristolville
Parkman
Brooklyn
Parma
Maple Heights
Middleburg Heights
Independence
Brecksville
Strongsville
Twinsburg
Cuyahoga Valley National Park
Hiram
Mantua
Garrettsville
Cortland
Champion Heights
Clark
Sharpsville
Vienna Center
Warren
Hermitage
Farrell
Sandy Lake
Fredonia
Henderson Station
Jackson Center
Mercer
Barkeyville
Springfield Falls
Grove City
Harrisville
Volant
New Wilmington
Brunswick
Richfield
Hudson
Streetsboro
Windham
Newton Falls
Niles
Lordstown
Girard
Hubbard
Abbeyville
Bath
Montrose-Ghent
Medina
Stow
Kent
Ravenna
West Branch State Park
Cuyahoga Falls
Fairlawn
Tallmadge
Akron
Rootstown
Craig Beach
Diamond
Austintown
Youngstown
Chippewa Lake
Wadsworth
Norton
Barberton
Seville
Creston
Rittman
Doylestown
Randolph
Atwater
Berlin Center
Canfield
Boardman
Struthers
Lowellville
New Castle
West Liberty
Slippery Rock
Rose Point
Portersville
Prospect
Hartville
Green
Greentown
Alliance
Sebring
Damascus
Salem
North Lima
S.N.P.J.
Columbiana
New Beaver
Ellwood City
Canal Fulton
North Canton
Smithville
Orrville
North Lawrence
Louisville
Homeworth
Winona
East Palestine
Big Beaver
Zelienople
Dalton
Massillon
Canton
East Canton
Paris
Rogers
Lisbon
Beaver Falls
Kidron
Hanoverton
Google
Satellite
Map data ©2019
United States
Terms
Send feedback
5 mi

To Do List

1. Self and Competitor Analysis*
2. Define Your Service Area
3. **Define ALL the Services You Offer**

4,000 phrases

To Do List

1. Self and Competitor Analysis*
2. Define your service area
3. List ALL the services you offer
4. **Create a matrix of service + area**

	Johnson City	Kingsport	Bristol	Gray	Knoxville
Managed IT Services			X		
VoIP Solutions	X				
Wireless Site Surveys					
Network Security					X
PCI Compliance		X			
HIPAA Compliance					
AWS Consultant				X	
Microsoft Azure Support					
Network Security Audits		X			X
Dell Partner					
Office 365 Migrations	X				
Network Office Moves					
Citrix Consultant					

To Do List

1. Self and Competitor Analysis*
2. Define your service area
3. List ALL the services you offer
4. Create a matrix of service + area
5. **Create pages for each one**

W. O'DONNELL CONSULTING

(860) 393-0400
info@wodonnell.com

Server Virtualization Services and Consulting

Thomaston, CT

Server Virtualization Experts
We have extensive experience in server virtualization projects and proudly serve the Thomaston, CT market. We configure, support and maintain virtual servers for organizations of all sizes. Whether you already have an existing virtualized setup or are looking to convert to one, we can help make your server virtualization project a success.

Small Business or Large Enterprise
It doesn't matter if your organization is large or small. Virtualizing your IT is a smart move and will save you money in the long run. It will also give you more flexibility in supporting your IT infrastructure. Even if you only have one server, virtualization can be very advantageous.

Become Hardware Vendor Independent
No longer feel tied to a specific hardware vendor. With server virtualization technologies you can mix and match differing hardware with ease. You no longer have to upgrade when your vendor tells you to. You can get a much longer life out of your hardware, reducing your acquisition costs.

Free Consultation and Demonstration
Contact us today for a free consultation to see how converting to a virtualized environment can save your organization money, decrease downtime and reduce your IT risk.

Server Virtualization Benefits

- Lower power costs by reducing physical servers
- Reduce the effects of hardware failure
- Faster server provisioning for projects
- Reduce hardware vendor lock-in
- Extend the life of legacy applications

Schedule Free Consultation

Please contact us today to schedule your free consultation to discuss this solution further.

Phone: 860.393.0400 | **Email:** info@wodonnell.com

To Do List

1. Self and Competitor Analysis*
2. Define your service area
3. List ALL the services you offer
4. Create a matrix of service + area
5. Create pages for each one
6. **Optimize the pages you built**

To Do List

1. Self and Competitor Analysis*
2. Define your service area
3. List ALL the services you offer
4. Create a matrix of service + area
5. Create pages for each one
6. Optimize the pages you built
7. **Use tracking tools to measure**

START

W. O'DONNELL CONSULTING

HOSTED BY ConnectWise

Monthly Domain Overview - hp.com

EXPORT PDF

Organic Search (SEO)

ORGANIC KEYWORDS
230,949

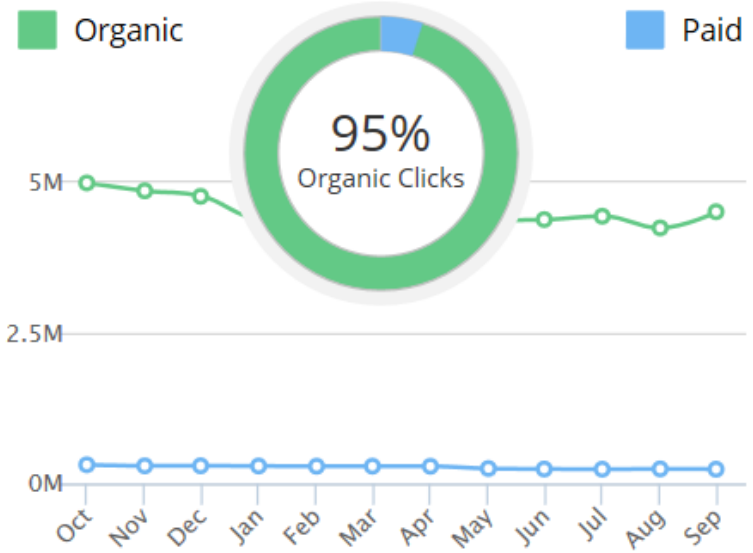
EST MONTHLY SEO CLICKS
4.5M

EST MONTHLY SEO CLICK VALUE: **$3M**

29,313
Keywords their top 2 competitors also rank for

10 YEARS 3 MOS
History of rankings we've collected

Inbound Clicks from Google - Organic vs. Paid



Paid Search (AdWords)

PAID KEYWORDS
80,430

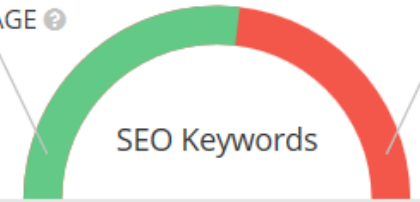
EST MONTHLY PPC CLICKS
235.9k

EST MONTHLY ADWORDS BUDGET: **$715.9k**

2,705
AdWords their top 2 competitors also buy

10 YEARS 3 MOS
of Adwords history: Every test they've run.

JUST MADE IT TO THE FIRST PAGE
5,628



JUST FELL OFF FIRST PAGE
4,827

Top 50 AdWords
buy recommendations

Worst performing keywords
to negative match out

AdWords History

« Previous Months | Ad Change Over Time | More Recent Months »

Keywords	Monthly Clicks	Cost / Click	Coverage
laptops	76702	$2.42	100%
hp printer cartridges	4180	$6.72	100%
hp toner	5568	$4.31	100%
hp ink cartridge	3546	$5.26	100%
hp ink	8417	$2.33	100%
officejet ink cartridge	2281	$4.88	100%
hp laser toner cartridges	1219	$7.18	100%
HP Toners	1730	$6.44	100%
toner cartridges	6573	$4.75	83%
hp laserjet cartridges	1448	$4.40	100%
hp toner cartridge	1649	$3.28	100%
hp cartridges	5877	$3.81	92%
ink hp	1612	$3.90	100%
buy laptop	8222	$3.94	83%

2015 | 2016

Sept Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug

HP® Laptops (Official)
http://hp.com/
Intel® Core™ PCs: Intel Inside®Extraordinary Performance Outside.
Position: **3** Screenshot Highlight

HP® Memorial Day Sale
http://hp.com/
Intel® Core™ PCs: Intel Inside®. Extraordinary Performance Outside.
Position: **2** Screenshot Highlight

HP® Laptops (Official)
http://hp.com/
Intel® Core™ PCs: Intel Inside®Extraordinary Performance Outside.
Position: **1** Screenshot Highlight

HP® Official Laptop Deals
http://hp.com/
Save on New Laptops& 2-in-1sIntel® Core™ PCs: Intel Inside®
Position: **1** Screenshot Highlight

Learn how to use Ad History

Top Ads

Select All / None

HP® Ink Official Site
http://hp.com/
Get Great Deals On HP Original Ink. Free Next Business Day Shipping
Highlight
1 of **18** Avg Ad Position
67% in Top of Page
14% of Ads Served

HP® Ink Official Site
http://hp.com/
Free Next Day Shipping On HP® Ink. Save With Exclusive Everyday Deals!
Highlight
2 of **14** Avg Ad Position
24% in Top of Page
11% of Ads Served

HP® Toner Official Site

Inbound Links (Backlinks)

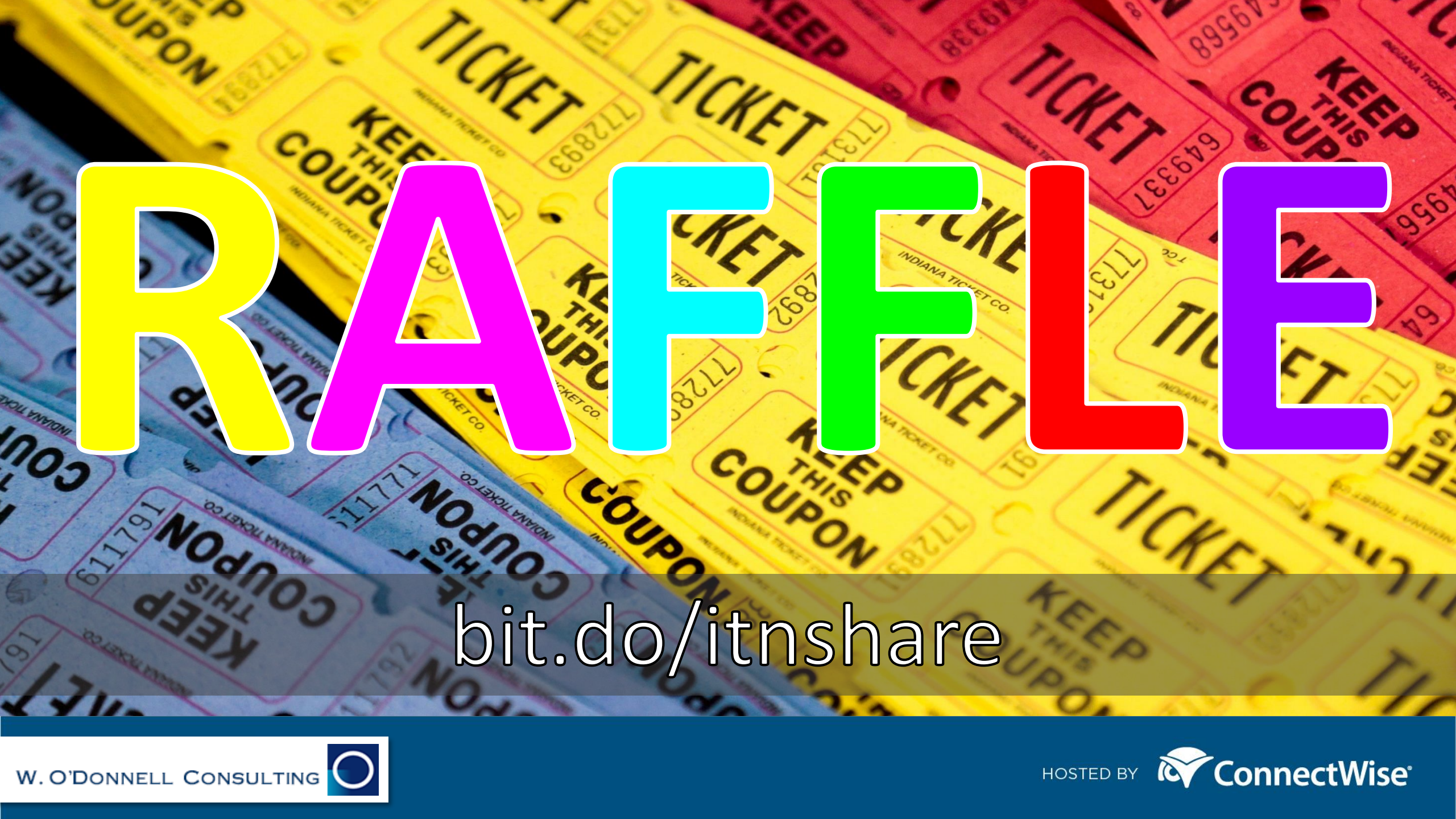
Backlink	Domain Monthly**Organic Clicks**	Page Monthly**Organic Clicks**	Domain**Strength**	Ranked**Keywords**	Outbound**Links**	
www.stunnel.org/ports.html f? 👍? 8+0 @0 in0	3200	2	32	1	20	ADD
shiftleft.com/mirrors/www.hpl.hp.com/india/research/siteon... f? 👍? 8+0 @0 in0	9	1	13	1	20	ADD
www.itjungle.com/tfh/tfh072406-story03.html f? 👍? 8+0 @0 in0	2100	1	34	1	20	ADD
main.nationalmssociety.org/site/TR/Bike/TXHBikeEvents?tea... f? 👍? 8+0 @0 in0	690000	1	51	1	20	ADD
scottlocklin.wordpress.com/2009/08/10/icons-of-engineering... f? 👍? 8+0 @0 in0	530	1	23	2	20	ADD
www.opennet.ru/docs/RUS/slackware/ f? 👍? 8+0 @0 in0	5300	1	35	1	20	ADD
www.integratednet.com/bandwidthmonitoring.aspx f? 👍? 8+0 @0 in0	280	1	26	3	20	ADD
ecat.mcadcafe.com/corpprofile.php?vendor_id=9000554 f? 👍? 8+0 @0 in0	830	1	30	1	20	ADD
www1.nyc.gov/assets/dsny/zerowaste/residents/ink-and-ton... f? 👍? 8+0 @0 in0	1300000	12	55	38	20	ADD
sethearley.wordpress.com/ f? 👍? 8+0 @0 in0	1	1	11	1	20	ADD

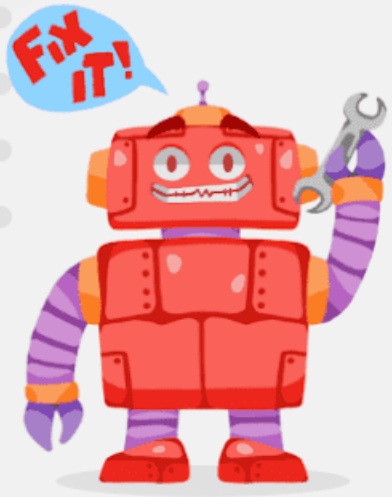
Most Profitable Paid Keywords

Keyword	Ad Timeline	Cost Per Click	Monthly Cost	Monthly Searches	Ad Position	Total Ads	
cloud services hp.com		$32.15	$212k	14.8k	6	14	ADD
aaa hp.com		$7.09	$330k	1.83M	2	3	ADD
laptop hp.com		$1.69	$290k	1000k	1	5	ADD
cloud computing hp.com		$29.34	$239k	246k	6	14	ADD
internet service providers hp.com		$7.84	$155k	74.0k	11	13	ADD
private cloud hp.com		$46.26	$123k	9.9k	1	16	ADD
laptops hp.com		$2.42	$186k	450k	1	8	ADD
application development hp.com		$16.33	$63.9k	5.40k	14	14	ADD
virtual server hp.com		$13.65	$63.7k	12.1k	6	14	ADD
printer ink hp.com		$3.08	$76.8k	33.1k	1	13	ADD

bit.do/itnshare

Any
Questions


RAFFLE
bit.do/itnshare



Google Penalties