



THE DEADY
GROUP

Prepared for Harborlight IT Services

Digital Presence & Technology Review

A snapshot of Harborlight IT Services' public-facing digital presence and technology footprint, scored across eight areas against published standards and named competitors.

Sample report. Every company, competitor, and figure is illustrative.

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Data as of

September 25, 2026

Eight areas, each scored 1 to 5 against a published standard or named competitors, from public information only.



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About This Review

This review is a snapshot of Harborlight IT Services' public-facing digital presence and technology footprint: website performance, search visibility, email and domain security, technology stack, AI discoverability, and governance signals.

What this review is, and isn't

Every observation comes from publicly visible information: the public website, public DNS and domain registration records, and published search data. No systems were accessed, logged into, or tested, and no scanning of private infrastructure took place.

This is intentionally a starting point, not a full audit. It is designed to surface real, verifiable issues quickly and to show where a deeper, systems-level assessment would add the most value.

How to read this report

OBSERVED

Measured directly from public records or a published measurement at the time of this review.

ESTIMATED

Modeled by third-party data, such as search traffic estimates. Directional, not exact.

DIRECTIONAL

A judgment-based read, such as AI-answer visibility. Flagged as such and not scored as fact.

A note on timing

Observations reflect conditions on the date shown on the cover. Some items, such as site speed and certificate status, change frequently and should be rechecked before acting on them.

How Scores Are Assigned

Each area is scored 1 to 5 against a named, published standard or an anchored, observable comparison rather than an internal opinion. Scores of 2 and 4 fall between the anchors below. The overall score is the average of the eight areas.

Area	5: Strong	3: Adequate	1: At risk
Website Performance & Speed	Mobile score 90+ and all three Core Web Vitals rated Good	Mobile score 50 to 89, or one to two Core Web Vitals rated Good	Mobile score under 50 and no Core Web Vitals rated Good
SEO & Organic Visibility	Leads named competitors on authority, ranking keywords, and estimated traffic	Roughly on par with competitors (within about 25%) on most measures	Trails competitors on all three measures by a wide margin
Local Search Visibility	Ranks in the top 3 for the core local search, at or above competitor average rating and review count	Appears in results outside the top 3, roughly on par with competitors on rating and review count	Does not appear in results for the core local search, or well below competitor rating and review count
Brand & Media Presence	Described consistently across its own site, Google Business Profile, LinkedIn, and directories; capabilities clearly articulated; channels active	Present on the main channels but stale, or descriptions drift between channels, or current capabilities are not articulated anywhere	Absent from key channels, or the name, description, or services contradict each other across the internet
Email, Domain & DNS Security	SPF, DKIM, DMARC at p=reject; valid certificate with automated renewal; transfer lock and DNSSEC in place	SPF, DKIM, and DMARC present (meets Google/Yahoo sender baseline); DMARC at p=none or p=quarantine; certificate valid	SPF or DMARC missing, or certificate expired, expiring within 14 days, or none found
Technology Stack & Infrastructure	Platform current and vendor-supported; CDN in place; security headers grade A or B	Supported but behind current, or security headers grade C or D	Platform or key component past vendor end-of-life, or security headers grade F
AI Discoverability & Structured Data	Valid organization-level and page-level schema; llms.txt present	Basic schema present without errors; no llms.txt	No structured data, or markup with errors
Governance, Privacy & Accessibility	Accessibility score 90+; privacy policy present and consistent with observed tracking	Accessibility score 70 to 89; privacy policy present but dated or incomplete	Accessibility score under 70, or tracking present with no privacy policy

SEO and Local Search are scored relative to named local competitors, measured the same way on the same day, because absolute benchmarks vary too widely by industry and market to be meaningful. Brand & Media Presence is scored using The Deady Group's cross-channel presence methodology, applied to observations quoted in this report. If no local-search phrase was given for a review, Local Search Visibility is reported as directional and excluded from the score. AI-answer visibility is reported as directional only and is not included in any score.



Prepared for Harborlight IT Services · Data as of September 25, 2026

Executive Summary

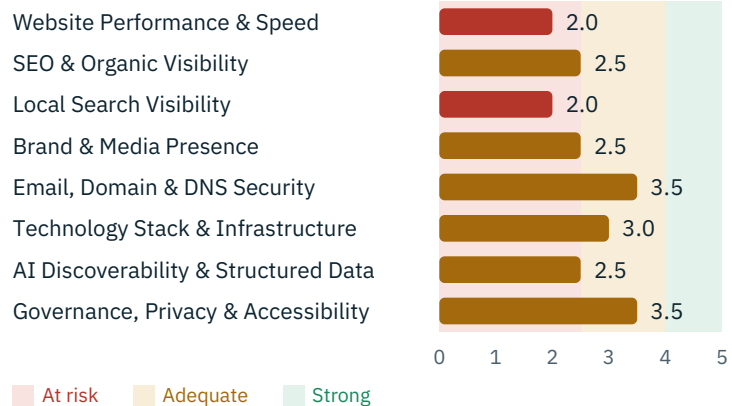
Harborlight IT Services holds the strongest client review record in its market, a 5.0 Google rating across 46 reviews, and does not appear in the top 10 local results for “managed IT services Anytown MA”. The demand its reputation should be capturing is going to three competitors with thinner records.

Overall score



The average of the eight area scores.

Scores by area



Key findings

- 1 Harborlight does not rank in Google’s top 10 local results for its core service phrase, while three competitors averaging fewer reviews hold the placements.
- 2 An estimated 98% of Harborlight’s search visits come from people typing the company name. Excluding them, the entire website earns an estimated 3 visits a month from search, and the 12-month trend is drifting down.
- 3 The website’s AI visibility sits at 8% of tracked assistant prompts versus 46% for the top competitor, and the site’s structured data covers the organization but none of its services.

Opportunity summary

7 priority opportunities identified. See Recommended Path Forward for what can be addressed now and what calls for a deeper assessment.



Why This Matters, Why Now

Why Harborlight IT Services

Harborlight has grown on referrals and retention: a second office, recent technician hiring, and the strongest review record in its market. That growth model has a ceiling. Every channel a stranger would use to find an IT provider, local search, organic search, AI assistants, currently routes around Harborlight rather than to it.

Why now

1 Search is changing

Google now shows AI-generated overviews for many searches, and AI assistants are becoming a research tool. Both lean on structured data and technical signals that many small business sites lack.

2 Email authentication is now enforced

Since 2024, Google and Yahoo require SPF, DKIM, and DMARC from bulk senders. Gaps here can quietly hurt deliverability and make a domain easier to impersonate.

3 Technical debt compounds quietly

An outdated platform or a slow site rarely fails all at once. It costs conversions, trust, and security a little at a time.

4 Competitors are moving

Competitor B ranks for an estimated 460 keywords to Harborlight's 90 and currently runs Google ads on the core service terms; Harborlight runs none.

The cost of waiting

An estimated 30 monthly searches for the core service phrase (metro-anchored estimate), with roughly 65% of clicks going to the top 3 results, a 3% click-to-signed-client rate typical of cold local traffic, and a \$25,000 to \$40,000 typical annual contract value, puts the placement gap at roughly 1 to 3 lost engagements a year, or \$25,000 to \$120,000 in annual recurring revenue. Every figure is an estimate with its inputs shown.

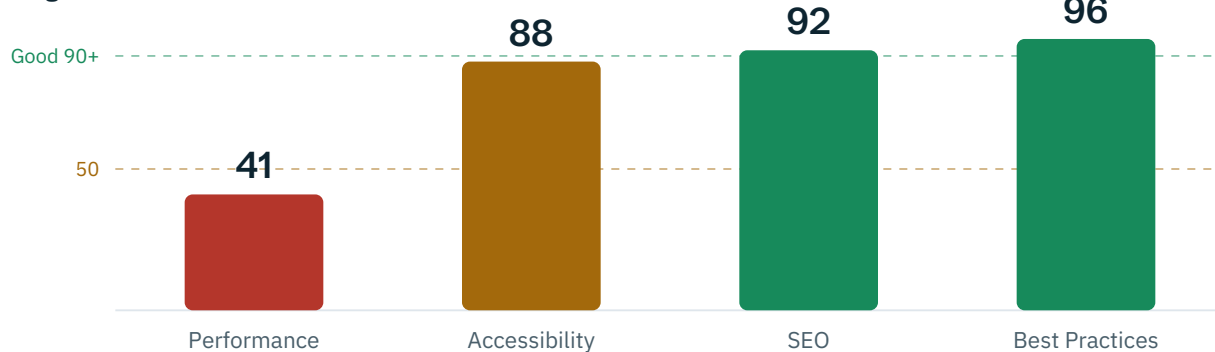


Website Performance & Speed

Key observations

- Mobile performance score: 41/100. Desktop: 78/100. Google's mobile threshold for Good is 90.
- Largest Contentful Paint 5.8s on mobile (Poor; Good is 2.5s or less); CLS 0.04 (Good); INP proxy 310ms (Needs improvement).
- The largest contributor is uncompressed full-resolution hero images served to mobile devices, followed by render-blocking scripts from two tag managers.

Lighthouse scores, mobile



Google PageSpeed Insights, mobile, on the review date. Illustrative.

Suggested next steps

- 1 Compress and resize the hero images and serve modern formats; this alone addresses most of the mobile gap.
- 2 Defer the two render-blocking scripts so first paint is not waiting on analytics.

Benchmark standard: Google Core Web Vitals

Google defines Good as Largest Contentful Paint under 2.5 seconds, Interaction to Next Paint under 200 milliseconds, and Cumulative Layout Shift under 0.1. Google's own performance score bands are 90 to 100 Good, 50 to 89 Needs Improvement, and under 50 Poor. These are published Google standards and are used in search ranking.



SEO & Organic Visibility

Key observations

- Domain authority 20, versus 22 (Competitor A) and 31 (Competitor B).
- 90 ranking keywords and an estimated 177 monthly organic visits, versus 210 keywords (Competitor A) and 460 (Competitor B).
- An estimated 98% of search visits are branded: people already typing “Harborlight”. Search is sustaining existing awareness, not creating new demand.
- No ranking for the core service + city phrase, and no dedicated service pages targeting the phrases this market actually types.

177

Est. organic visits a month

90

Ranking keywords

20

Domain authority

8%

AI visibility, tracked prompts

Headline search figures. ESTIMATED, from third-party search data on the review date.

Estimated organic acquisition mix

98.3% branded

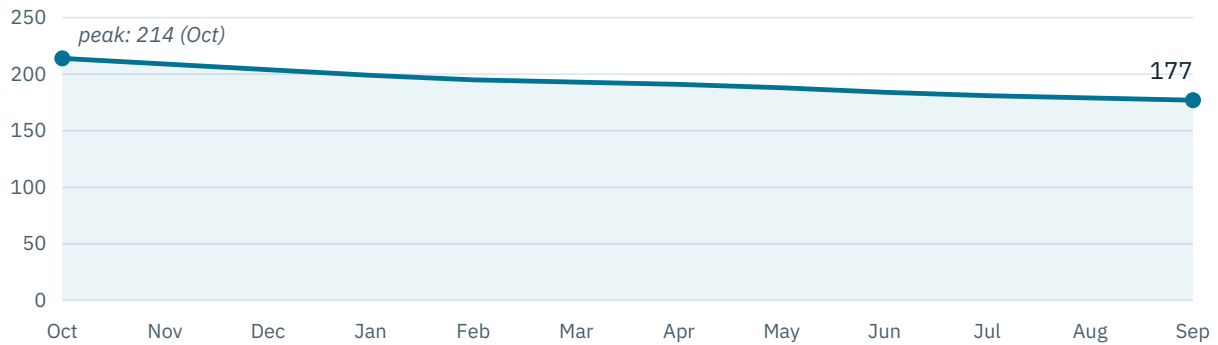


174 branded visits

3 non-branded visits

Branded visits are searches that already include the company name. ESTIMATED, from keyword-level search data. Search visibility depends almost entirely on people who already know the name.

Estimated organic visits, trailing 12 months



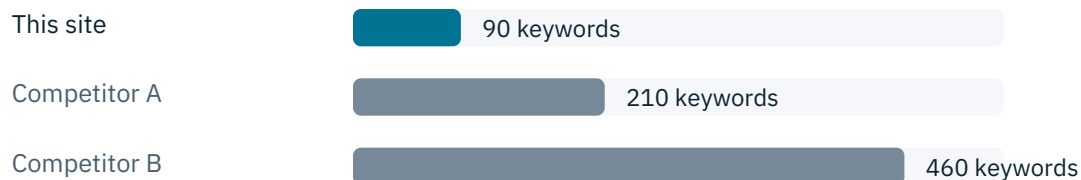
ESTIMATED monthly organic visits from third-party search data, with peak visibility marked. Directional trend, not analytics.

Domain authority



Domain authority, same data source, same day.

Ranking keywords



Ranking keyword count, same data source, same day.

Backlink profile

Referring-domain count and link quality, from a third-party backlink index. Toxic or spammy links below are flagged directionally, by anchor-text pattern, referring-domain authority, and topical relevance. This is not a certified toxicity score; confirmed flags are candidates for outreach or a disavow file.

- 48 referring domains and 130 total backlinks, versus 220 referring domains for Competitor B.

- Roughly flat over the trailing six months: new referring domains are offset by lost ones.
- Anchor text is mostly branded and natural, which is healthy; the flagged rows below are the exception, not the pattern.

Referring domain	Anchor text	Why it's flagged
links4rank.example	"buy backlinks cheap"	Off-topic, spammy anchor text unrelated to the business
seo-boost-farm.example	"managed IT services", repeated	Very low referring-domain authority; keyword-stuffed anchor pattern typical of paid link schemes
catalogo-web.example	Generic non-English anchor	No topical or geographic relevance to the business

Flagged by spammy anchor text, very low referring-domain authority, or off-topic linking domains. Directional: verify each before requesting removal or filing a disavow.

Suggested next steps

- 1 Build dedicated service pages for the three highest-intent phrases Competitor B ranks for and Harborlight does not.
- 2 Consolidate the blog's thin posts into fewer, deeper pages aligned to those phrases.

Benchmark standard: Relative to named competitors

There is no universal good SEO number. Scores in this category compare this site to one or two named local competitors, measured with the same data source on the same day. Traffic figures are third-party estimates and are labeled as such.



Local Search Visibility

Key observations

- Harborlight does not appear in Google's top 10 local results for "managed IT services Anytown MA", the phrase a nearby buyer would type.
- Harborlight's own profile shows a 5.0 rating across 46 reviews, above the 4.8 average and 30-review average of the three firms that do rank.
- The Google Business Profile is categorized generically as "Computer consultant" rather than the managed-services category buyers search, and lists only the original office.
- Directory listings are inconsistent: the details are in the table below, and the Apple Maps address still shows the pre-2024 suite number.
- Yelp shows an unclaimed listing with 3 reviews; competitors average 12 there. Context only, not scored.

Google local results: "managed IT services Anytown MA"

#1 Competitor A

★ 4.9 · 41 reviews

#2 Competitor B

★ 4.6 · 28 reviews

#3 Competitor C

★ 4.8 · 22 reviews

Harborlight IT Services

Not in these results

★ 5.0 · 46 reviews

Three firms with thinner review records hold the placements. The strongest profile in this market is the one not shown to searchers.

Directory listings and NAP consistency

NAP is the business's Name, Address, and Phone as published on its own website. Search engines cross-check these against public directories; consistent listings build local ranking trust, and mismatched or missing ones erode it.

Directory	Listed	NAP vs. website	What we observed
Google Business Profile	Listed	Match	Correct name, address, and phone; category too generic (see above)
Apple Maps	Listed	Partial	Address shows the pre-2024 suite number
Bing Places	Listed	Match	Auto-generated but accurate
Yelp	Unclaimed	Match	Unclaimed listing, 3 reviews, no owner responses
BBB, chamber, or industry directory	Not listed	N/A	No chamber or industry directory listing found

Checked against the website's own published NAP on the review date.

Suggested next steps

- 1 Recategorize and complete the Google Business Profile, add the second office, and start a structured review-request routine.
- 2 Correct the Apple Maps address, claim the Yelp listing, and get listed with the local chamber.

Benchmark standard: Relative to named competitors (Google Places)

Directional: Google's relevance order in this search approximates, but is not identical to, the personalized Maps ranking a searcher sees. Scored the same way as SEO, relative to the top-3 average for the same search on the same day. Directory and NAP observations are OBSERVED context: consistent citations are a recognized local-ranking and trust signal, and mismatched ones quietly split it.



Brand & Media Presence

Key observations

- The website leads with “managed IT and cybersecurity for growing firms”; the LinkedIn tagline says “IT support company” with no mention of security; the Google profile description is two sentences from 2023.
- Co-managed IT, which Harborlight sells today, appears nowhere public: not on the site navigation, not on LinkedIn, not on the Google profile.
- LinkedIn posts roughly monthly with a five-week gap at review time; the Google profile’s last post is four months old.
- No press coverage in the trailing 12 months. Competitor B currently runs Google ads on the core service terms; Harborlight runs none on either ad archive.

Channel	Status	What we observed
Google Business Profile	Stale	5.0 rating, 46 reviews; last owner post four months old, generic category
LinkedIn company page	Stale	410 followers; posts roughly monthly with a five-week gap at review time
Facebook / Instagram	Not found	No business presence located on either platform
Yelp / niche review sites	Stale	Unclaimed Yelp listing, 3 reviews vs. a competitor average of 12
Paid ads (Google archive)	None	No active ads; Competitor B runs ads on the core service terms
Paid ads (Meta archive)	None	No active ads for Harborlight or the named competitors
Press & news, trailing 12 months	Not found	No coverage located in the trailing 12 months

Statutes observed on the review date from public pages and the public Google and Meta ad transparency archives.

Message and positioning consistency

What a prospect actually reads when they look this business up, channel by channel.

- Website: “managed IT and cybersecurity for growing firms”. LinkedIn: “IT support company that keeps your business running”. Google profile: a 2023 description that mentions neither security nor co-managed IT.
- Co-managed IT is sold today and articulated nowhere public; a prospect would expect it on the services menu and the LinkedIn About section.

- A regional directory still describes Harborlight as a “computer repair shop”, positioning the firm two business models ago.
- Competitor B’s ad campaign on the exact service terms is running against no Harborlight response on any channel.

Suggested next steps

- 1 Settle one positioning line and apply it to the site, LinkedIn, and the Google profile in the same week.
- 2 Publish co-managed IT as a first-class service page and add it to the profiles that matter.

Benchmark standard: Cross-channel consistency, observed

Anchored to observable facts on the review date: whether the business’s own name, description, and services read the same across its public channels, whether its current capabilities are stated anywhere, and whether its channels show recent activity. Judgment is limited to reading the channels a prospect or customer would actually find.



Email, Domain & DNS Security

Key observations

- Microsoft 365, from public mail records, with no third-party security gateway observed.
- SPF and DKIM present and aligned. DMARC present at p=none: monitoring only, not enforced, so the domain can still be impersonated.
- Registration current to 2028 with transfer lock on; DNSSEC not signed.
- Certificate from a major automated issuer, 90-day lifetime, renewal automated.

SPF

Present, aligned

DKIM

Present, aligned

DMARC

p=none, not enforced

DNSSEC

Not signed

Transfer lock

On, renews 2028

Certificate

Valid, auto-renewing

Why it matters

Everything on this page is visible to anyone, including attackers looking for a domain to impersonate and insurers assessing risk. It is also among the fastest areas to improve.

Suggested next steps

- 1 Move DMARC to enforcement once legitimate senders are confirmed aligned, then sign the zone with DNSSEC.
- 2 Publish a DMARC reporting address so enforcement can be verified rather than assumed.

Benchmark standard: Google/Yahoo sender requirements; CISA BOD 18-01

Baseline: Google and Yahoo's 2024 sender requirements (SPF, DKIM, and DMARC in place). Gold standard: CISA Binding Operational Directive 18-01, written for U.S. federal agencies, which requires DMARC at p=reject. Certificate status is read from public Certificate Transparency logs. Cyber insurers commonly review these same public records during underwriting.



Technology Stack & Infrastructure

Key observations

- WordPress, one major version behind current, on a supported PHP release.
- Served through a major CDN, which is where most of the missing headers below can be added without touching the site.
- Security headers grade D: two of the six recommended headers present, with content-security-policy and strict-transport-security among the missing.

Strict-Transport-Security

Missing

Content-Security-Policy

Missing

X-Frame-Options

Present

X-Content-Type-Options

Present

Referrer-Policy

Missing

Permissions-Policy

Missing

The six OWASP-recommended security headers, observed on the homepage. Two of six present: grade D.

Suggested next steps

- 1 Add the four missing headers at the CDN edge; no application changes required.
- 2 Update WordPress to current and remove the version-disclosing response headers.

Benchmark standard: Vendor support status

The benchmark is the platform vendor's own published support status. A version past end-of-life no longer receives security updates, which can be confirmed against the vendor's release notes. Security headers are graded on a published A to F scale.

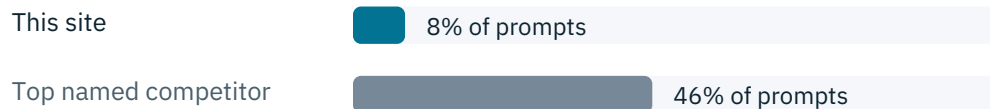


AI Discoverability & Structured Data

Key observations

- Organization schema present and valid; no LocalBusiness and no Service schema, so search and AI systems see a company but not what it sells or where.
- No llms.txt file; AI crawlers are permitted by robots.txt but given nothing structured to work from.
- AI Search Visibility, tracked for this review: Harborlight appears in 8% of tracked assistant prompts (ChatGPT, Gemini, Google AI Overviews) versus 46% for the top competitor over the last 30 days.
- OBSERVED from configured prompt tracking, not a one-off spot check; excluded from the numeric score, since no industry benchmark exists yet.

Share of tracked AI-assistant prompts



Share of tracked AI-assistant prompts that mention the business, last 30 days.

Suggested next steps

- 1 Add LocalBusiness and Service schema and an llms.txt file.
- 2 Publish content that directly answers the tracked prompts the competitor currently wins.

Benchmark standard: Schema.org validity

Structured data is checked for validity against schema.org and Google's rich result requirements. Where AI Search Visibility was set up for a review, visibility, share of voice, mentions, and sentiment are OBSERVED, measured directly across ChatGPT, Gemini, and Google AI Overviews on a rolling 30-day window. Without that setup, AI-answer visibility has no accepted industry benchmark yet and is reported as directional only, excluded from the score.



Governance, Privacy & Accessibility

Key observations

- Automated accessibility score 88, with low-contrast text and unlabeled form fields as the top issue types.
- A privacy policy is present but predates the analytics stack: it does not mention the Google Analytics 4 tracking observed on the site.
- A cookie consent banner is present and functioning.

Why it matters

Accessibility gaps carry real legal exposure: thousands of ADA website demand letters and lawsuits are filed against U.S. businesses each year, and small businesses are a frequent target because claims are rarely contested. A privacy policy that matches the tracking actually running on the site is the same story: inexpensive to fix, and visible to anyone who looks.

Suggested next steps

- 1 Resolve the contrast and form-label issues; both are template-level fixes.
- 2 Refresh the privacy policy to name the analytics actually running.

Benchmark standard: WCAG 2.1 AA

WCAG 2.1 AA is the W3C's published accessibility standard and the one most commonly referenced in U.S. accessibility claims. Automated scans catch only a portion of WCAG issues; a full accessibility audit requires manual testing. Privacy observations note consistency between the published policy and tracking tools visible on the site, and are not legal advice.



Our read of the findings

The Deady Group Perspective

Everything up to this page is a neutral record of what was observed. This page is different: it is our own read of it, and why we think the timing to act is now rather than later.

What stands out

The pattern here is a business whose delivery has outrun its visibility. Harborlight has the strongest review record in its market and a growing service line, and every public channel a stranger would check either misses it, describes an older version of it, or says nothing at all. None of this is visible from inside the business, which is exactly why it has gone unaddressed.

Why we'd act now, not later

- 1 The local placements are occupied. Every month Harborlight is absent from the top 10, three thinner-record competitors collect the searches its 46 reviews should be converting.
- 2 DMARC at p=none means the domain can be impersonated today, a detail any prospect or insurer can verify in minutes against a firm that sells security.
- 3 Competitor B is compounding: 460 keywords, active ads on the core terms, and 46% AI-assistant visibility to Harborlight's 8%. Gaps against a compounding competitor widen on their own.

Where we'd start

We would fix the security headers and DMARC first: hours of work, and they close the gap between what Harborlight sells and what its own domain shows. The single highest-leverage priority after that is local search relevance: the right Google Business Profile category, service pages for the phrases buyers type, and LocalBusiness schema, so the 46 reviews start appearing where the searches happen.



Recommended Path Forward

The findings split by effort, and by what it takes to see them clearly.

Quick Wins

Faster, safer, more credible
within weeks

- Hero image optimization: reclaims most of the mobile speed gap
- DMARC enforcement and security headers: harder to impersonate, visibly safer
- Google Business Profile recategorization and cleanup: correct category, both offices, current description

Near-Term Priorities

A stronger foundation within a
quarter

- Local search buildout: service pages, LocalBusiness schema, structured review requests
- One positioning line applied across site, LinkedIn, and Google profile, with co-managed IT published
- Non-branded content plan targeting the three keyword gaps Competitor B owns

Deeper Assessment

Needs a conversation and
internal visibility

- Revenue and GTM systems: CRM, lead routing, attribution, reporting
- Security and infrastructure: identity, endpoints, backup, and continuity
- Credential exposure: monitoring for staff emails in known breaches (requires domain verification)
- For this profile, the Security and infrastructure track is the closer fit for a deeper assessment

What a deeper assessment adds: This review only sees what is public. The items in the third column typically carry the largest revenue and risk impact, and they can only be assessed properly with the organization's participation and internal visibility.

Our recommendation

We recommend a 90-day Local Visibility and Credibility Engagement: one positioning line applied across every public channel, a local search buildout (profile category, service pages, LocalBusiness schema, review cadence), and the site speed and security hygiene fixes that make the destination worth ranking. The outcome it is designed to produce is a Harborlight that appears for its core local search and shows one consistent, security-credible story to every buyer who checks. The Quick Wins are week-one items inside this engagement; on their own they repair defects but do not create the visibility this report shows is missing.



Next Steps

Suggested next step: a 30-minute walkthrough.

We go through these findings together, with your own analytics open alongside them, and settle which ones matter first.

Book 30 Minutes with Will

info@thedeadygroup.com · (617) 221-7970

Your options: these findings are yours to use however works best

- 1 Address them in-house. The Quick Wins are written so an internal team can act on them directly.
- 2 Share them with your current IT or web provider. Many of these fixes fit within existing support relationships.
- 3 Work with The Deady Group. On some of it or all of it, scoped to what the findings actually call for.
- 4 Take no action for now. Some findings carry more risk than others; we are glad to help you tell which.

How this work is delivered

Depending on scope, The Deady Group may deliver work directly or engage a specialized delivery partner. When a partner is involved, their role, responsibilities, and relationship to The Deady Group are defined before any engagement begins.

Compensation disclosure

If The Deady Group receives a referral fee, commission, or other compensation connected to a recommendation, it is disclosed in writing before a decision is made, under our Client-First Transparency Standard.

About The Deady Group

The Deady Group is an independent, founder-led business and technology advisory based in the Boston area. We identify what needs to change, define the right path forward, and align the right specialists to execute it.

Our multi-ecosystem model provides access to expertise across technology, cybersecurity, communications, cloud, digital presence, and go-to-market execution without tying clients to a single provider or platform.

We operate at the strategy and orchestration layer, serving as an accountable point of guidance while engaging specialized delivery where required. Learn more at thedeadygroup.com.