

SEO Audit for Aegis IT Solutions

By: William McMahon



<https://aegisitsolutions.net/>

Top suggestions that will improve Aegis IT Solution's organic visibility:

Aegis IT Solutions has a strong SEO foundation built on keyword-rich content, well-structured service and compliance pages, and a solid technical baseline featuring healthy schema and fundamental meta tags. However, the site requires immediate attention to resolve indexing hurdles caused by JavaScript-reliant and duplicate H1 tags, clear up inconsistent local business hours on third-party listings, improve site speed by removing bloated scripts, and build dedicated service pages for high-intent, fixed-price assessments that are currently buried. I have created an example web pen test service page: (<https://bit.ly/4vEiCr>). To fully capitalize on this foundation and drive conversions, Aegis should optimize its overall strategy by implementing hard performance metrics into its copy, reducing contact friction with highly visible forms and phone numbers on its homepage, upgrading to keyword-rich CTAs, and launching a targeted digital PR and content engine to close the domain authority gap.

On-Page SEO - Homepage Elements

Value Proposition:

There is a clear and well-defined value proposition. The core value proposition is prominently displayed across the site, and is best summarized from the homepage:

"Aegis IT Solutions is a trusted leader in cybersecurity, IT services, and regulatory compliance solutions. We deliver cutting-edge protection to safeguard your business from ever-evolving digital threats. Our comprehensive suite of services, including proactive, tailored security solutions, ensures seamless operations, maximum uptime, and ironclad compliance—giving you the confidence to focus on growth."

Intent: The intent is clearly stated as protecting businesses from cyber threats and turning complex regulatory compliance into a seamless process. They also emphasize a personalized approach with messaging like, "I want a partner, not a queue."

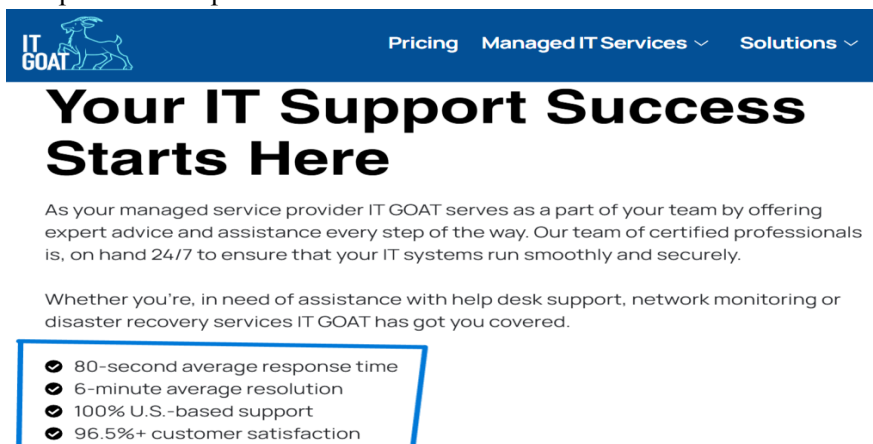
Offerings: The site categorizes their offerings via a dropdown menu so the user doesn't have to guess.

Keywords: The value proposition and supporting copy are rich with highly relevant, search-optimized keywords.

Considerations to Enhance Value:

- **Add Specific Metrics and SLAs** - instead of standard industry phrases like "cutting-edge protection" and "maximum uptime.", use hard numbers and concrete data. These metrics can also be included on the homepage in a separate section to improve user-experience.
 - "Over 10 years of trusted experience"
 - "4.95 Average Customer Satisfaction Rating"
 - "99.9% Guaranteed Uptime"

Competitor Examples:



The screenshot shows the IT GOAT homepage. At the top is a blue navigation bar with the IT GOAT logo (a goat) on the left and links for Pricing, Managed IT Services (with a dropdown arrow), and Solutions (with a dropdown arrow). Below the navigation bar is a large heading: "Your IT Support Success Starts Here". Underneath the heading is a paragraph: "As your managed service provider IT GOAT serves as a part of your team by offering expert advice and assistance every step of the way. Our team of certified professionals is, on hand 24/7 to ensure that your IT systems run smoothly and securely." Below this paragraph is another paragraph: "Whether you're, in need of assistance with help desk support, network monitoring or disaster recovery services IT GOAT has got you covered." At the bottom, there is a blue-bordered box containing four bullet points, each with a checkmark icon: "80-second average response time", "6-minute average resolution", "100% U.S.-based support", and "96.5%+ customer satisfaction".

IT GOAT Pricing Managed IT Services Solutions

Your IT Support Success Starts Here

As your managed service provider IT GOAT serves as a part of your team by offering expert advice and assistance every step of the way. Our team of certified professionals is, on hand 24/7 to ensure that your IT systems run smoothly and securely.

Whether you're, in need of assistance with help desk support, network monitoring or disaster recovery services IT GOAT has got you covered.

- ✓ 80-second average response time
- ✓ 6-minute average resolution
- ✓ 100% U.S.-based support
- ✓ 96.5%+ customer satisfaction



Sales: (888) 429-0135

Support: (843) 278-1827

SEE SERVICE PRICING

BOOK A MEETING

IT SERVICES AI SOLUTIONS CLOUD CYBERSECURITY INDUSTRIES RESOURCES ABOUT US OFFICES CONTACT

We're an Inc 5000 Ranked Managed Services Provider

25+ Years

Decades of trusted
IT experience

350+ Clients

Helping businesses grow

75%

1st call resolution rate



IT Services

Acumatica ERP

I-Tech Academy

Resources

About Us

Contact Us

25+

Years dedicated to client success

4.90+

Google rating

500+

Customers we have served in a wide
array of industries

20+

Industry awards

200+

Years of combined industry
experience in technology solutions.

98%

Level 1 help desk customer
satisfaction rating

4.71

Acumatica VAR Net Promoter Score
(NPS)

100%

Acumatica implementation success

Explanation:

A strong value proposition improves SEO by naturally integrating high-value keywords into your headers and directly satisfying the user's search intent. By immediately proving to visitors that you can solve their problems, it reduces bounce rates and increases dwell time, which sends highly positive ranking signals to Google.

Example of Optimized Value Proposition with included Metrics:

"Aegis IT Solutions is a trusted leader in cybersecurity, IT services, and regulatory compliance with over 10 years of experience. We safeguard your business from ever-evolving digital threats through a 24/7, 100% US-based Security Operations Center. Our comprehensive suite of services, including proactive, tailored security solutions, ensures seamless operations, 99.9% guaranteed server uptime, and ironclad compliance—giving you the confidence to focus on growth."

Optimized Value Proposition Explanation:

- The Authority Hook: Adding "with over 10 years of experience" grounds the company as a reliable entity in the buyer's mind.
- The Differentiator: The "24/7, 100% US-based Security Operations Center" acts as the proof of their "protection." By explicitly naming a SOC, you transition the service from an invisible, abstract concept ("we protect you") to a tangible, structural asset. Including "24/7" guarantees that

the client's most vulnerable hours are covered, directly addressing the exact scenario that keeps business owners awake at night.

- The Hard Metric: Specifying "99.9% guaranteed server uptime" eliminates ambiguity and sets clear expectations.

Important Caveat: Only include specific hard metrics on your website copy if they are actually guaranteed and consistently honored. Publishing unverified Service Level Agreements (SLAs) can expose the company to severe breach of contract disputes and financial liabilities if a client ever experiences an outage or security breach.

Site Navigation:

What's Working: Each topic/keyword does have a distinct service page. Aegis has a strong foundation with dedicated pages for their broad services (Managed IT, Security) and specific compliance frameworks (SOC 2, HIPAA, FTC).

What's Missing: Aegis is missing dedicated service pages for their specific, fixed-price assessments (Penetration Testing and Ransomware Resiliency). Currently, these are buried on the homepage or general service pages, losing high-intent traffic.

Solution:

Create Dedicated Pages for Paid One-Time Assessments

Aegis advertises transparent upfront pricing for Penetration Testing (\$2,500) and Ransomware Resiliency (\$6,500) on the homepage to build trust, but these specific assessments need their own dedicated landing pages.

The SEO Reason: Matching Search Intent

Google ranks pages based on how well they answer a specific query.

- If a user searches for "Web penetration testing pricing" or "Ransomware resiliency assessment," Google wants to send them to a page entirely dedicated to that exact topic.
- If Aegis only lists these as small sections on the homepage or a general security page, Google will likely bypass them in favor of a competitor who built a full page answering all the detailed questions about Pen Testing.

Suggested Navigation Structure

These new pages should live in the main navigation under the "Services" drop-down menu. Because Aegis offers both ongoing monthly services and one-time projects, organizing the dropdown this way clarifies the offerings for both users and Google's crawlers:

Services

- **Managed Services (Ongoing):** Managed Compliance Services | Managed Cybersecurity Services | Managed Compliance Services
- **One-Time Assessments (Fixed-Price):** Web Penetration Testing (\$2,500) | Ransomware Resiliency Assessment (\$6,500) | Tabletop Exercises

The Buyer's Journey: Homepage vs. Dedicated Pages

The homepage and the dedicated service pages serve two completely different purposes, and they need to work together:

- **The Homepage is the "Hook":** Its job is to grab attention and build immediate trust. Seeing that upfront pricing proves Aegis is transparent and different from the competition. Keep the pricing block exactly where it is.
- **The Dedicated Page is the "Closer":** Its job is to capture specific Google searches (SEO) and provide the deep technical details a buyer needs before handing over thousands of dollars.

Internal Links:

The CTA Strategy

Keep the pricing block on the homepage, but update the Call-to-Action (CTA) buttons underneath those offers to route users to the new dedicated pages.

- Update the text: Instead of a generic "Learn More" or "Contact Us," use:

"Check My Ransomware Readiness"

"Evaluate My Ransomware Defenses"

"View Our Penetration Testing Details"

"See Full Penetration Testing Scope"

Google's crawlers rely heavily on **anchor text** to understand the context and relevancy of the destination page. Generic anchor text like "Learn More," or "Click Here," passes zero contextual SEO value to the crawler. To get the best of both worlds, you need to find the "sweet spot" that blends a low-friction Call-to-Action (for the human) with a descriptive keyword (for Google's crawler).

- User Experience (Conversions): It logically guides the user from "Wow, they show their prices" to "Let me see exactly what I get for my money."
- SEO (Internal Linking): The homepage is almost always the most "powerful" page on a website. Linking directly from the homepage to the new dedicated assessment pages passes strong SEO authority (link equity) down to those new pages, helping them rank much faster on the SERP.

Solution:

Add a link from the homepage to the newly created service pages using the following anchor texts:

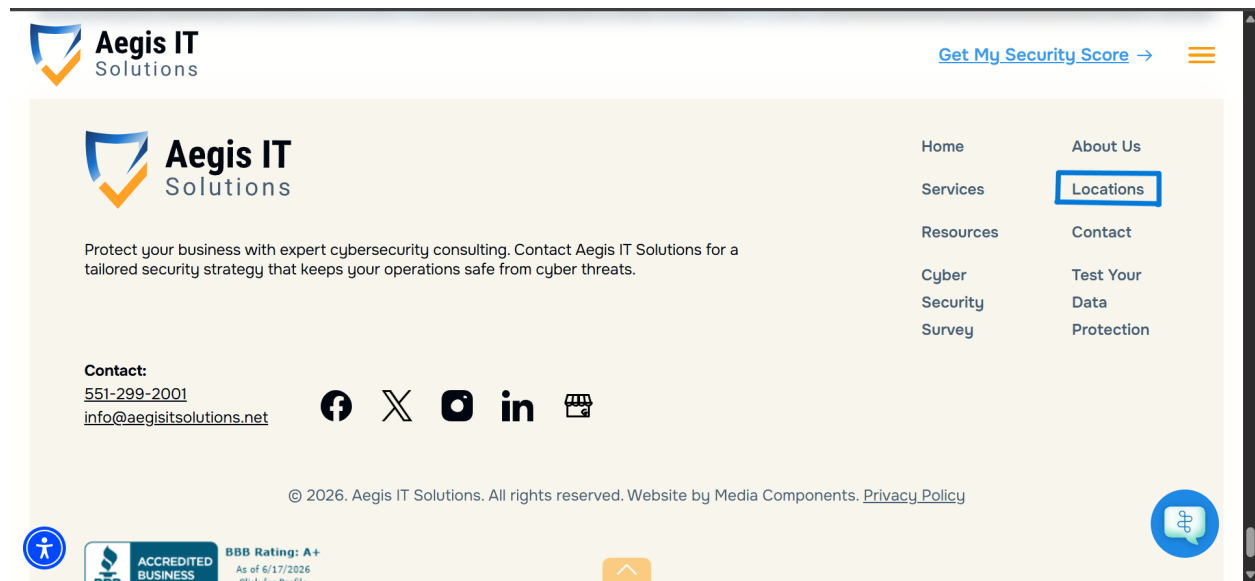
"Check My Ransomware Readiness" → <https://aegisitsolutions.net/ransomware-assessment/>

"View Our Penetration Testing Details" → <https://aegisitsolutions.net/penetration-testing/>

I have created a web pen test service page example here: <https://bit.ly/4vEiCrY>

Phone Number, Location & Hours of Operation:

A phone number and contact email is provided once at the bottom of the homepage. There is a separate “Locations” anchor text that sends the customer to “<https://aegisitsolutions.net/locations/>” where the Florida, New Jersey, and New England offices are located.



Considerations for Improved SEO:

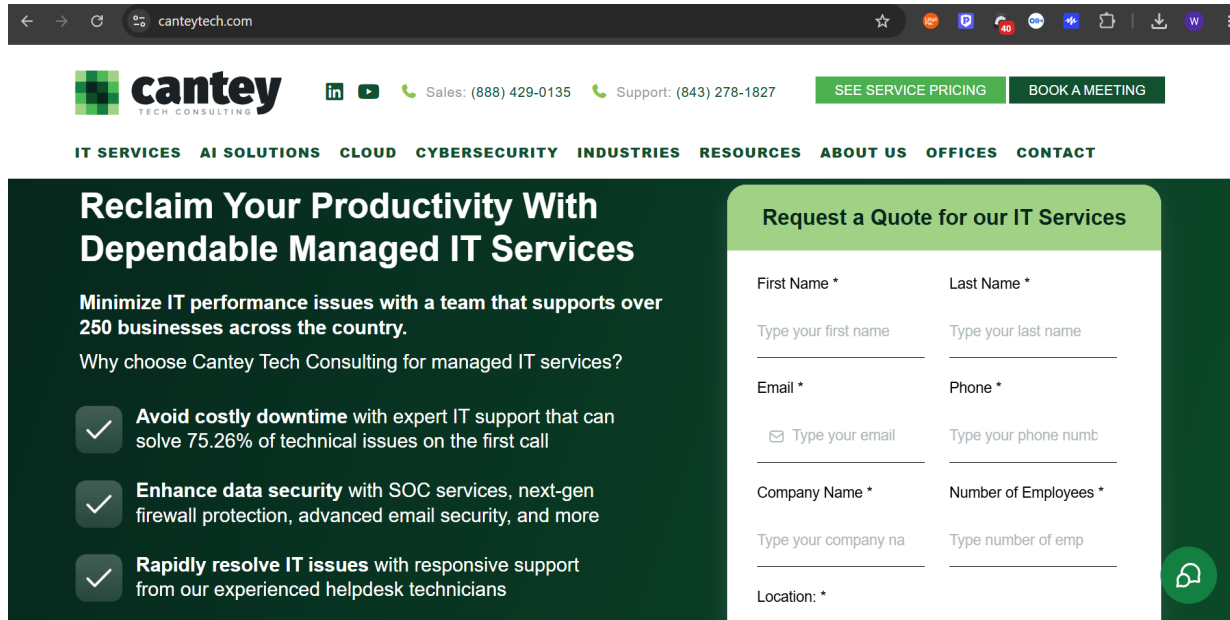
Displaying the company phone number and address on the homepage boosts local SEO by helping search engines connect your business with nearby searchers. It also reduces friction and builds trust by making it easier for both potential customers and Google's web crawlers to find and verify your core contact details.

Solution: Aegis can add an additional contact phone number to the top of their homepage website. Currently, one must scroll to the bottom of their homepage to view a contact phone number. This can create potential friction, confusion, or loss of lead conversion.

Aegis also has a lead capture form that appears after someone clicks on the following anchor texts from their homepage : “Is your firm actually secure?”, “Calculate my Downtime Risk”, “Secure Your Business Now”, and “Get Your Free Consultation”. However, there is no available lead capture form on their

homepage that does not require clicking on an anchor text. This creates more distance from capturing lead information.

Below are competitor examples that provide a contact phone number at the top of their website homepage and fillable lead capture forms that do not require clicking on an anchor text or CTA button:



The screenshot shows the homepage of canteytech.com. The header includes the company logo, social media links, and contact numbers for sales and support. A navigation menu lists various services. The main content area features a large heading 'Reclaim Your Productivity With Dependable Managed IT Services' and a list of benefits. A 'Request a Quote' form is prominently displayed on the right side of the main content area.

cantey
TECH CONSULTING

Sales: (888) 429-0135 | Support: (843) 278-1827

SEE SERVICE PRICING | BOOK A MEETING

IT SERVICES | AI SOLUTIONS | CLOUD | CYBERSECURITY | INDUSTRIES | RESOURCES | ABOUT US | OFFICES | CONTACT

Reclaim Your Productivity With Dependable Managed IT Services

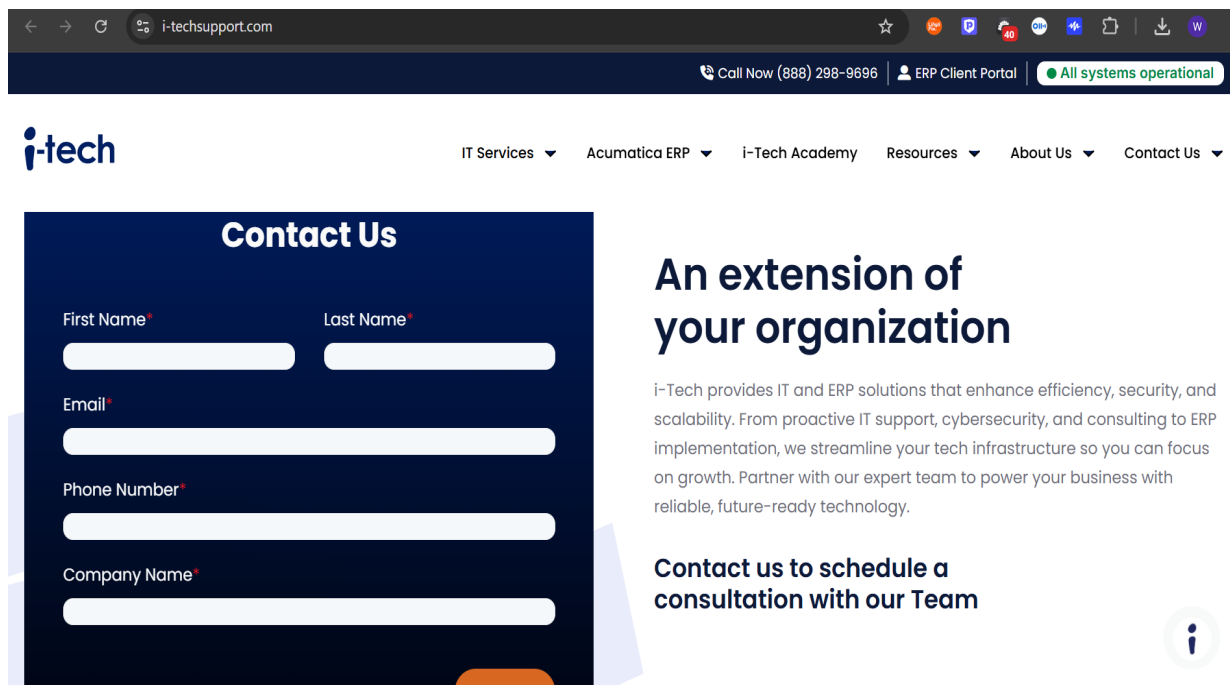
Minimize IT performance issues with a team that supports over 250 businesses across the country.

Why choose Cantey Tech Consulting for managed IT services?

- ✓ **Avoid costly downtime** with expert IT support that can solve 75.26% of technical issues on the first call
- ✓ **Enhance data security** with SOC services, next-gen firewall protection, advanced email security, and more
- ✓ **Rapidly resolve IT issues** with responsive support from our experienced helpdesk technicians

Request a Quote for our IT Services

First Name *	Last Name *
Type your first name	Type your last name
Email *	Phone *
Type your email	Type your phone numb
Company Name *	Number of Employees *
Type your company na	Type number of emp
Location: *	



The screenshot shows the homepage of i-techsupport.com. The header includes the company logo and a navigation menu. A 'Contact Us' form is prominently displayed on the left side of the main content area. To the right of the form is a large heading 'An extension of your organization' and a paragraph of text. A 'Contact us to schedule a consultation with our Team' button is located at the bottom right of the main content area.

i-tech

IT Services | Acumatica ERP | i-Tech Academy | Resources | About Us | Contact Us

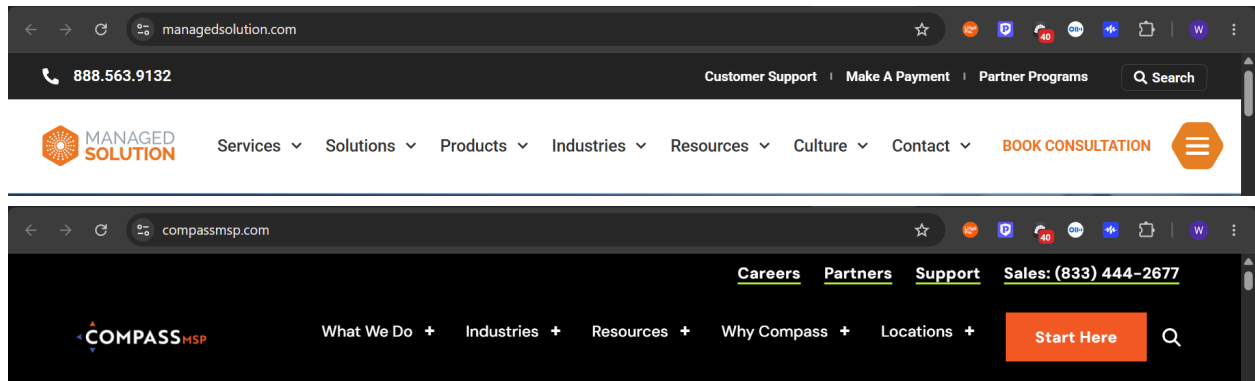
Contact Us

First Name *	Last Name *
Email *	
Phone Number *	
Company Name *	

An extension of your organization

i-Tech provides IT and ERP solutions that enhance efficiency, security, and scalability. From proactive IT support, cybersecurity, and consulting to ERP implementation, we streamline your tech infrastructure so you can focus on growth. Partner with our expert team to power your business with reliable, future-ready technology.

Contact us to schedule a consultation with our Team



Aegis IT Solutions Listing Inconsistency:

Aegis IT Solutions's official hours of operations for their Fort Lauderdale location is **Mon-Fri 8:30am - 6pm**. However, listing discrepancies were found which show the business closed on Mondays.

Location & Hours Suggest an edit

2700 W Cypress Creek Rd Ste D128
Fort Lauderdale, FL 33309
Serving Fort Lauderdale Area

Get directions

Mon	Closed
Tue	8:30 AM - 6:00 PM
Wed	8:30 AM - 6:00 PM Closed now
Thu	8:30 AM - 6:00 PM
Fri	8:30 AM - 6:00 PM
Sat	Closed
Sun	Closed

Website: aegisitsolutions.net

Phone: (551) 299-2001

Interested in our services?

[Request a quote](#)



Closed Now

Wed 8:30 AM - 6:00 PM



Thu 8:30 AM - 6:00 PM

Fri 8:30 AM - 6:00 PM

Sat Closed

Sun Closed

Mon Closed

Tue 8:30 AM - 6:00 PM



2700 W Cypress Creek Rd
Fort Lauderdale, FL 33309 · 8.4 mi



Is this your business? [Verify your listing](#)

This issue occurs because search engines update automatically using inaccurate information, like unverified user edits, old data, or incorrect AI assumptions.

If a business owner hasn't officially "claimed" their profiles across all networks or does not manually update every individual site when their hours change, these incorrect listings will persist and spread, ultimately confusing potential customers.

Solution: Fixing inconsistent business hours across the web can be done by managing your **Google Business Profile** more strictly. Another alternative is to invest in a paid Local Listing Management Tool (like Yext or BrightLocal) to act as a centralized dashboard that automatically pushes and "locks" your correct data across dozens of directories.

Copywriting:

The [Aegis IT Solutions homepage](#) features extensive long-form copywriting that includes detailed service breakdowns and a FAQ section to thoroughly educate visitors. This content is optimized for search engines by naturally incorporating high-value B2B keywords, industry-specific phrases, and compliance acronyms like SOC 2 and HIPAA. Together, these elements capture both broad cybersecurity searches and highly specific, intent-driven search queries.

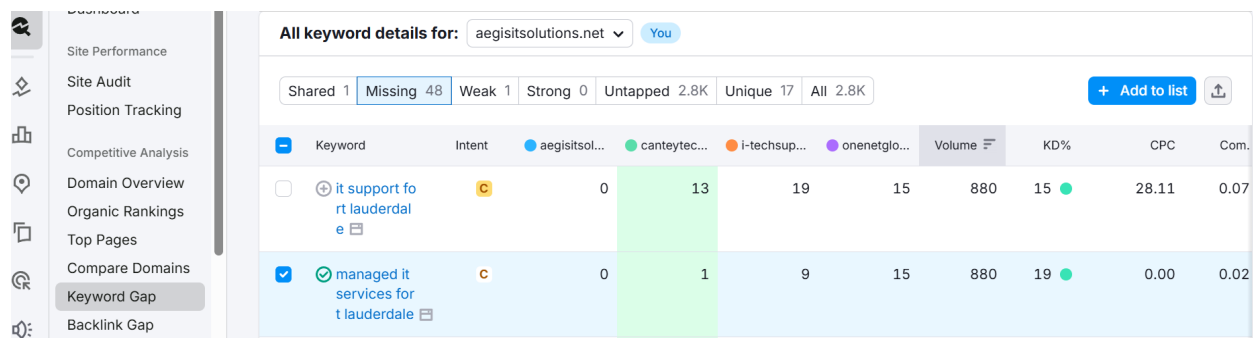
Why copywriting matters: Long-form content is beneficial for SEO because it helps a page rank for numerous related search queries, and provides more context for search engines. Long-form content tends to keep visitors engaged and naturally attracts more backlinks, which signals high authority and value to search engines.

Keyword Analysis

Here are three keywords that I would suggest the client target and improve their rankings on the Search Engine Results Page (SERP).

Keyword: “**managed it services fort lauderdale**”

Explanation: This term tells Google what type of service this business offers, who their target audience is, and where the business is located geographically. Therefore, this should be included within the metadata and throughout the content for search engines to understand the website. Not only is this key term relative, it also has good search volume (880 searches x month), low keyword difficulty percentage (19%), and is a keyword that competitors are ranking for while Aegis is not.



The screenshot displays a keyword analysis tool interface. On the left is a sidebar with navigation options: Site Performance, Site Audit, Position Tracking, Competitive Analysis, Domain Overview, Organic Rankings, Top Pages, Compare Domains, Keyword Gap (selected), and Backlink Gap. The main panel is titled 'All keyword details for: aegisitsolutions.net' and includes a 'You' button. Below the title are filters: Shared 1, Missing 48, Weak 1, Strong 0, Untapped 2.8K, Unique 17, and All 2.8K. A '+ Add to list' button is also present. The table below lists keywords with columns for Keyword, Intent, and performance metrics for aegisitsol..., canteytec..., i-techsup..., onenetglo..., Volume, KD%, CPC, and Com.

Keyword	Intent	aegisitsol...	canteytec...	i-techsup...	onenetglo...	Volume	KD%	CPC	Com.
it support fo rt lauderdal e	C	0	13	19	15	880	15	28.11	0.07
managed it services for t lauderdale	C	0	1	9	15	880	19	0.00	0.02

Keyword: “managed service provider fort lauderdale”

Explanation: The keyword "managed service provider fort lauderdale" is highly effective for Aegis IT Solutions because it combines a decent search volume (210 searches x month) with a low keyword difficulty of 17%, making it cost-effective to target. It captures local businesses with **high commercial intent** who are actively seeking IT services in their specific operating area. Competitors are ranking for this keyword while Aegis is not.

Domain Overview

Organic Rankings

Top Pages

Compare Domains

✓ ⊕ managed service provider fort lauderdale 📄	C	0	3	33	12	210	17	●	0.59	0.14
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Keyword: “cybersecurity services fort lauderdale”

Explanation: this keyword is another strong keyword choice for Aegis IT Solutions for two main reasons:

- **Highly Attainable Ranking:** With a very low Keyword Difficulty (KD) of **12**, Aegis IT Solutions has an excellent chance of ranking organically for this term on the first page of search results without needing a massive SEO budget.
- **Strong Commercial Intent:** The data tags this keyword with a "C" for Commercial intent. This means the people searching this term aren't just looking for definitions of cybersecurity; they are actively investigating local services to hire.

While this keyword may have lower search volume, its strong buyer intent attracts highly qualified leads that often transition into lucrative, long-term partnerships.

Competitive Analysis

Domain Overview

Organic Rankings

Top Pages

Compare Domains

Keyword Gap

Backlink Gap

Keyword Research

All keyword details for:

aegisitsolutions.net

You

Shared 1

Missing 48

Weak 1

Strong 0

Untapped 2.8K

Unique 17

All 2.8K

+ Add to list

	Keyword	Intent	https://ae...	https://ca...	https://i-t...	https://w...	Volume	KD%	CPC	Com.
	cybersecurity services fort lauderdale	C	56	1	12	34	70	11	0.00	0.33

Title Tags

A title tag is the clickable HTML headline that appears on search engine results pages. It signals to search engines exactly what your page is about and which keywords it should rank for, while also acting as a hook to boost your click-through rate by showing human searchers that your content matches their query.

aegisitsolutions.net

Cybersecurity & Managed IT Services | Aegis IT Solutions ✓

Aegis IT Solutions is a trusted leader in cybersecurity, IT services, and regulatory compliance solutions. We deliver cutting-edge protection to safeguard your business from ever-evolving digital...

Row	Address	Occurrences	Title 1
1	https://aegisitsolutions.net/	1	Cybersecurity & Managed IT Services Aegis IT Solutions
2	https://aegisitsolutions.net/services/	1	Managed Cybersecurity & IT Services Aegis IT Solutions
3	https://aegisitsolutions.net/fort-lauderdale/	1	IT & Cybersecurity Services in Fort Lauderdale Aegis IT
4	https://aegisitsolutions.net/cybersecurity-fair-lawn-nj/	1	Cybersecurity & IT Support Fair Lawn NJ Aegis IT Solutions
5	https://aegisitsolutions.net/soc-2-cyber-security-services/	1	SOC 2 Cyber Security Services Aegis IT Solutions
6	https://aegisitsolutions.net/new-england/	1	IT & Cybersecurity Services in New England Aegis IT
7	https://aegisitsolutions.net/ftc-safeguards-rule-compliance-cyber-security-services/	1	FTC Safeguards Rule & Cyber Security Aegis IT
8	https://aegisitsolutions.net/hipaa-cyber-security-services/	1	HIPAA Cyber Security Services Aegis IT Solutions
9	https://aegisitsolutions.net/about-us/	1	About Aegis IT Solutions Cybersecurity & Compliance Experts
10	https://aegisitsolutions.net/legal-industries/	1	Legal Industries - Aegis IT Solutions

Issues noted: None. Title tags are optimized and include semantic keywords that support the intent of the page. Most title tags are between 50-60 character count which helps improve content clarity. There are no title tags missing.

Optimized Title Tag for the Homepage:

Aegis IT Solutions Current Homepage Title Tag:
[Cybersecurity & Managed IT Services | Aegis IT Solutions](#)

The current title tag is already fundamentally strong. At 58 characters, it fits perfectly within Google's 60-character display limit (meaning it won't get cut off with "..."). It also includes two high-volume keywords ("Cybersecurity" and "Managed IT Services") alongside the brand name.

- The Missing Element: Based on earlier analysis of Aegis IT services, their current title tag leaves out **"Compliance."** Since SOC 2, HIPAA, and FTC Safeguards are major revenue drivers and differentiators for them, omitting "Compliance" from the homepage title tag is a missed opportunity.

Optional Title Tag Alternative: [Cybersecurity, Managed IT & Compliance | Aegis IT Solutions](#)

Explanation: It captures the three exact search intents of their core buyers while keeping the brand name fully intact. (59 characters)

Meta Descriptions

A meta description is an HTML tag that is a short snippet of text which appears directly beneath the clickable title (Title Tag). Its primary job is to give both search algorithms and human searchers a quick, accurate preview of the page, convincing the user that the link contains the exact answer or service they are looking for.

Current meta description for ["Cybersecurity & Managed IT Services | Aegis IT Solutions"](#):

aegisitsolutions.net

Cybersecurity & Managed IT Services | Aegis IT Solutions

Aegis IT Solutions is a trusted leader in cybersecurity, IT services, and regulatory compliance solutions. We deliver cutting-edge protection to safeguard your business from ever-evolving digital...

Meta Description Optimization: The meta-description is optimized as it contains keywords that describe the business and its services. The intent of the page is also clear thus improving user-experience and potential for search engines to rank each page.

Screamingfrog			
https://aegisitsolutions.net/		Subdomain	Start
Crawl 100%			
Internal External Security Response Codes URL Page Titles Meta Description Meta Keywords H1 H2 Content Images Canonicals Pagination Directives Hreflang			
All			
Export			
Search...			
Row	Address	Occurrences	Meta Description 1
1	https://aegisitsolutions.net/	1	Protect your business with expert cybersecurity & IT solutions. Fully ma...
2	https://aegisitsolutions.net/services/	1	Explore managed IT & cybersecurity services from Aegis IT Solutions. S...
3	https://aegisitsolutions.net/fort-lauderdale/	1	Reliable IT and cybersecurity services in Fort Lauderdale. Compliance, c...
4	https://aegisitsolutions.net/cybersecurity-fair-lawn-nj/	1	Expert IT support and cybersecurity services in Fair Lawn, NJ and the Tr...
5	https://aegisitsolutions.net/soc-2-cyber-security-services/	1	Don't let a missing SOC 2 report stall your enterprise deals. We help you...
6	https://aegisitsolutions.net/new-england/	1	Aegis IT Solutions offers comprehensive cybersecurity services in New ...
7	https://aegisitsolutions.net/ftc-safeguards-rule-compliance-cyber-security-services/	1	Our FTC Safeguards Rule compliance & cyber security services help org...
8	https://aegisitsolutions.net/hipaa-cyber-security-services/	1	Using an AI-powered SOC-as-a-Service and advanced threat detection pl...
9	https://aegisitsolutions.net/about-us/	1	Meet the experts behind Aegis IT Solutions. Driving business growth thr...
10	https://aegisitsolutions.net/legal-industries/	1	Protect client data and meet compliance standards with legal cybersec...

Issues noted: Meta description length should be 150-160 characters - the optimal maximum "sweet spot" rather than a minimum requirement. Writing a description that is close to this limit maximizes your visual real estate on the SERP. **Staying just under this 160 character limit ensures search engines won't cut off your text with an ellipsis, which often hides critical CTAs. This issue is currently happening with Aegis's description:**

Screamingfrog			
https://aegisitsolutions.net/		Subdomain	Start
Crawl 100%			
Response Codes URL Page Titles Meta Description Meta Keywords H1 H2 Content Images Canonicals Pagination Directives Hreflang JavaScript Links AMP Structured Data Sitemaps PageSpe			
Over 155 Characters			
Export			
Search...			
Row	Address	Occurrences	Meta Description 1
1	https://aegisitsolutions.net/cybersecurity-fair-lawn-nj/	1	Expert IT support and cybersecurity services in Fair Lawn, NJ and the Tr...
2	https://aegisitsolutions.net/new-england/	1	Aegis IT Solutions offers comprehensive cybersecurity services in New ...
3	https://aegisitsolutions.net/ftc-safeguards-rule-compliance-cyber-security-services/	1	Our FTC Safeguards Rule compliance & cyber security services help org...
4	https://aegisitsolutions.net/hipaa-cyber-security-services/	1	Using an AI-powered SOC-as-a-Service and advanced threat detection pl...
5	https://aegisitsolutions.net/contact/	1	Contact Aegis IT Solutions for expert cybersecurity services in Fort Lau...
6	https://aegisitsolutions.net/locations/	1	Find Aegis IT Solutions near you. We provide expert cybersecurity and ...
7	https://aegisitsolutions.net/sample-depot-services-sow/	1	Download our sample Depot Services SOW. Explore our framework for ...
8	https://aegisitsolutions.net/financial-industries/	1	As a trusted partner in financial cybersecurity services, we protect pay...
9	https://aegisitsolutions.net/resources/innovative-cooperative-technology-solutions/	1	business success with innovative cooperative technology solutions. Le...
10	https://aegisitsolutions.net/resources/creating-a-secure-corporate-wireless-network/	1	Learn how to secure your corporate wireless network by separating gue...
11	https://aegisitsolutions.net/resources/expert-it-support-boston/	1	Looking for reliable IT Support in Boston? Aegis IT Solutions provides e...
12	https://aegisitsolutions.net/resources/aegis-technology-solutions-2026-threats/	1	Partner with Aegis Technology Solutions to defend your Florida busines...
13	https://aegisitsolutions.net/resources/managed-it-services-miami-cyber-guide-aegis-it/	1	Looking for reliable Managed IT Services in Miami? Discover how Aegis...
14	https://aegisitsolutions.net/resources/firewalls-when-disabling-the-ports-is-not-enough/	1	Is your firewall really protecting you? Learn why simply disabling ports i...
15	https://aegisitsolutions.net/resources/cybersecurity-trends-financial-institutions-2025/	1	Discover the top 5 cybersecurity trends shaping the financial sector in 2...
16	https://aegisitsolutions.net/resources/smb-cybersecurity-strategy-2/	1	Discover why shortcuts fail and how the 3S approach builds a winning S...
17	https://aegisitsolutions.net/resources/hipaa-compliance-for-medical-practices-and-associ...	1	Is your medical practice truly HIPAA compliant? Using cloud EMR softw...

aegisitsolutions.net › hipaa-cyber-security-services

HIPAA Cyber Security Services | Aegis IT Solutions

Our **HIPAA cyber security services** help covered entities and business associates protect Protected Health Information (PHI), meet **HIPAA Security Rule** requirements, and maintain continuous securi...

Optimized Meta-Description for “<https://aegisitsolutions.net/hipaa-cyber-security-services/>”

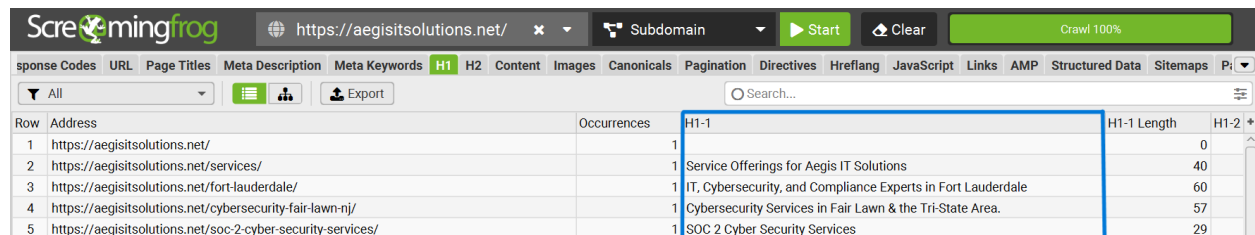
New Meta Description: “Expert HIPAA cyber security services to help covered entities protect PHI, meet Security Rule compliance, and maintain continuous digital security 24/7.”

Explanation: At 152 characters, this meta description fits the optimal length limits for search engines. It includes the core primary keywords ("HIPAA cyber security services", "protect PHI", "compliance") while effectively summarizing the value proposition.

Header Tags

Header tags (H tags) are HTML elements that organize a webpage's text into logical headings and subheadings. They function like an outline for search engines, making it easier for crawlers to understand the structure and core topics of your content, which ultimately boosts your page's SEO and search visibility.

Aegis places relevant keywords in their header tags which helps search engines determine what the page is about and how it should rank. The keyword-rich headings make Aegis’s content highly scannable for human readers, keeping them engaged and reducing bounce rates by confirming your page answers their search questions/queries.



The screenshot shows the Screaming Frog SEO Spider tool interface. The 'H1' tab is selected, displaying a table of H1 tags for five different URLs. The table has columns for Row, Address, Occurrences, H1-1, H1-1 Length, and H1-2. The H1-1 column is highlighted with a blue box.

Row	Address	Occurrences	H1-1	H1-1 Length	H1-2
1	https://aegisitsolutions.net/	1		0	
2	https://aegisitsolutions.net/services/	1	Service Offerings for Aegis IT Solutions	40	
3	https://aegisitsolutions.net/fort-lauderdale/	1	IT, Cybersecurity, and Compliance Experts in Fort Lauderdale	60	
4	https://aegisitsolutions.net/cybersecurity-fair-lawn-nj/	1	Cybersecurity Services in Fair Lawn & the Tri-State Area.	57	
5	https://aegisitsolutions.net/soc-2-cyber-security-services/	1	SOC 2 Cyber Security Services	29	

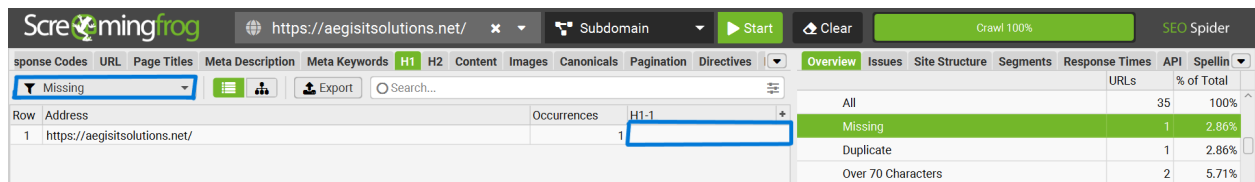
Issues noted: The initial HTML from the homepage H1 tags is missing. There are also duplicate H1 tags.

While the Aegis live DOM H1 is technically functioning, the Initial HTML is missing. Relying on JavaScript to load critical SEO elements is not considered a best practice. Here is exactly how Google handles this and why it is worth fixing.

How Googlebot Crawls JavaScript (The "Two-Wave" Process)

1. **Wave 1: The Initial HTML (Fast)** Googlebot downloads the raw HTML source code (exactly what default Screaming Frog sees). It instantly indexes any text, links, and tags it finds here. **If your H1 is not in this raw HTML, Google misses it during this first pass.**
2. **Wave 2: The Rendered Page (Slow)** Google puts the page into a "rendering queue." Later—which could be hours, days, or sometimes weeks depending on your site's crawl budget—Googlebot comes back, executes the JavaScript, looks at the Live DOM, and finally says, "Ah, there is the H1!"

The missing initial HTML H1 tag:



The screenshot shows the Screaming Frog SEO Spider interface. The 'Issues' tab is active, displaying a table of detected problems. The first issue is 'Missing H1-1' on the URL 'https://aegisitsolutions.net/'. The table has columns for 'Row', 'Address', 'Occurrences', and 'H1-1'. The first row shows '1' in the Row column, 'https://aegisitsolutions.net/' in the Address column, '1' in the Occurrences column, and 'Missing' in the H1-1 column. To the right, a summary table shows the count and percentage of each issue type.

Issue	Count	% of Total
All	35	100%
Missing	1	2.86%
Duplicate	1	2.86%
Over 70 Characters	2	5.71%

The H1 Tag from the homepage:



Why You Should Fix It

Even though Google *can* render the Javascript to see the H1, leaving it like this introduces unnecessary risks to your SEO:

- **Indexing Delays:** Your H1 is the strongest signal to Google about what the page is about. If it takes days for Google to render the JS, you are delaying how quickly they fully understand and rank your page.
- **Fragility:** JavaScript is brittle. If a script takes too long to load, times out, or encounters an error while Googlebot is trying to render the page, Google will simply abandon the render. If that happens, they will index the page *without* ever seeing your H1.
- **Other Search Engines:** While Google is relatively good at rendering JavaScript, Bing, Yahoo, and social media scrapers (like when you share a link on LinkedIn) are notoriously bad at it. They might completely ignore your H1.

Duplicate H1 Tags:



Search engines like Google use heading tags to understand the structure, hierarchy, and core topic of your content. The H1 tag is heavily weighted because it acts as the "title" of that specific document.

- **Crawler Confusion (Multiple H1s on one page):** If a single page has multiple H1 tags, you are essentially telling search engines that the page is about several equally important, distinct main topics. This dilutes the page's focus and makes it harder for Google to know exactly what search terms the page should rank for.
- **Diminished User-Experience:** Screen readers rely on a strict heading hierarchy (H1, followed by H2, then H3) to help visually impaired users navigate a page. Multiple or repeating H1s break this logical flow, creating a frustrating user experience (**which Google also indirectly penalizes**).

Solution: Enforce the "One H1 Per Page" rule, and review the pages with multiple H1 tags. Identify the one heading that best summarizes the entire page's core topic and keep it as the H1. Create an optimized H2 that uses relevant keywords and fits the theme of the subsequent copy.

Optimized Header Tag for

[“https://aegisitsolutions.net/resources/innovative-cooperative-technology-solutions/”](https://aegisitsolutions.net/resources/innovative-cooperative-technology-solutions/):

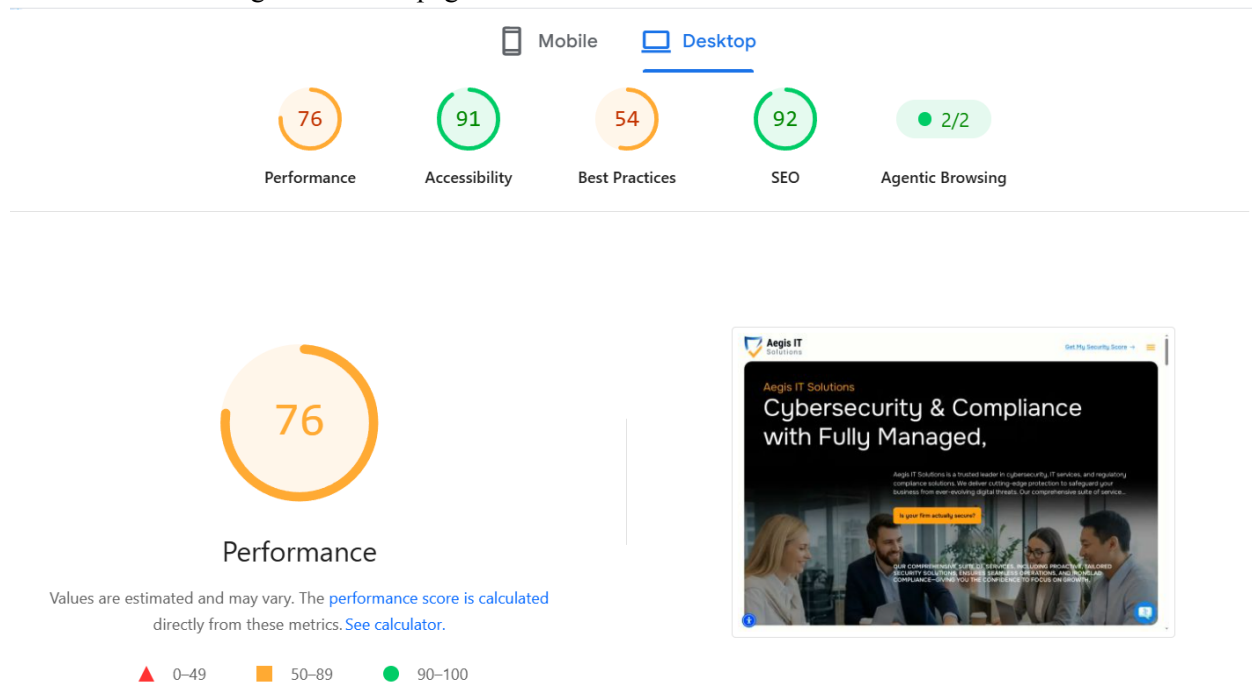
H2: “*Transforming IT Partnerships with Proactive Cybersecurity*”

Explanation: It naturally flows into the first paragraph (which discusses redefining "cooperative" as a strategic partnership) and targets high-value secondary keywords like "IT Partnerships" and "Proactive Cybersecurity."

Technical SEO

Site Speed Analysis

Faster-loading websites provide a better user experience, reducing bounce rates and increasing user satisfaction. Search engines factor site speed as a ranking factor, influencing a site's position in search results. A fast-loading website is a page load time of 3 seconds or less.



Issues noted:

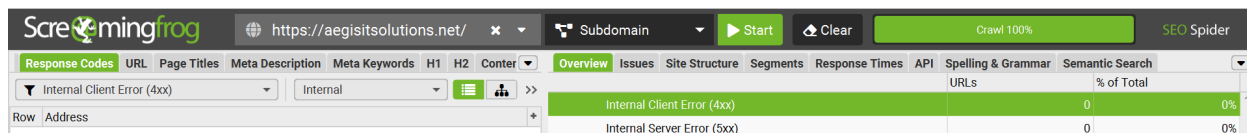
Page Speed Insights indicates that the website has an average site speed but can be improved by minimizing main-thread work and reducing JavaScript execution time. These two represent the biggest bottleneck for Aegis's site interactivity and load time. When the main thread is busy processing scripts for 3.5 seconds, the browser can't respond to user clicks or finish rendering the page smoothly.

Solutions:

- **Delay Non-Critical Third-Party Scripts:** External tools are causing the most significant delays. Use a script manager to defer or delay heavy third-party integrations (like your ChatGenie widget, Jotform, and analytics trackers) so they only load *after* the user interacts with the page (e.g., scrolling or clicking).
- **Audit and Prune WordPress Plugins:** Your site is loading over 1 MB of unused JavaScript. Review your active plugins and remove any that are redundant. For essential plugins, configure them to load their scripts *only* on the specific pages where they are used, rather than globally across the entire site.
- **Minify Existing JavaScript:** Use a performance optimization plugin (such as WP Rocket or Autoptimize) to automatically minify your code. This strips out unnecessary whitespace, comments, and line breaks, making the remaining files much faster for the browser to read and execute

[404 pages or Broken Links](#)

A 404 response code indicates that the requested webpage could not be found on the server. If a 404 is not resolved, this could lead to lower engagement to the site, bad-user experience and decreased potential to rank for target keywords.



Response Codes	URL	Page Titles	Meta Description	Meta Keywords	H1	H2	Content	Overview	Issues	Site Structure	Segments	Response Times	API	Spelling & Grammar	Semantic Search
Internal Client Error (4xx)	Internal														
Internal Client Error (4xx)															
Internal Server Error (5xx)															

Issues noted: No broken links exist on the Aegis IT Solutions website.

Solution: When fixing a 404 error, the first step is to evaluate whether the missing page actually provides value or draws useful traffic. If the page is no longer necessary, the best solution is to simply delete any internal links pointing to it and request that search engines remove it from their search results.

Schema Markup

Schema markup (or structured data) is behind-the-scenes code that tells search engines exactly what a specific webpage is about. By providing this extra context, you unlock the ability to display eye-catching search enhancements—like rich snippets, star ratings, or FAQ drop-downs—directly on the search engine results page.

 **4 valid items detected**
Valid items are eligible for Google Search's rich results. [Learn more](#)

[VIEW TESTED PAGE](#) [PREVIEW RESULTS](#)

Details

Crawl

 Crawled successfully on Jun 20, 2026, 7:20:47 PM 

Detected structured data

 Product snippets	1 valid item detected	
 Breadcrumbs	1 valid item detected	
 Review snippets	2 valid items detected	

Issues noted: None. There are 4 schema markups detected and 3 types present with no errors: Product, Breadcrumbs, and Review x2.

- **Product:** Provides search engines with specific details about a product being sold, such as its price, availability (in stock/out of stock), brand, and description.
- **Breadcrumbs:** Helps search engines understand the structure of your website and where a specific page lives within that hierarchy.
- **Review Snippets:** Passes user rating and review data to search engines. Allows Google to display visual star ratings (e.g., ★★★★★) and review excerpts right in the search results. This builds trust and improves CTRs.

Competitive Analysis

By doing a quick keyword gap competitor analysis on Semrush for the keyword “cybersecurity services fort lauderdale”, here is Aegis IT Solution’s top competitor for this term:

Keyword	Intent	aegisitsolutio... Organic	canteytech.c... Organic	Volume	KD%	CPC	Com.	Results
cyber security companies fort lauderdale		54	2	70	21	10.38	0.4	103
cybersecurity services fort lauderdale		56	1	70	11	0.00	0.33	114

“Cantey Tech Consulting” is the #1 competitor ranking for this primary keyword.

Here is how aegisitsolutions.net compares to their competitor canteytech.com.

aegisitsolutions.net

Domain Authority

17

Linking Root Domains

57

Ranking Keywords

4

Spam Score

1%

canteytech.com

Domain Authority

31

Linking Root Domains

928

Ranking Keywords

956

Spam Score

1%

Domain Authority (DA): A metric (scored from 1 to 100) that measures your website's overall reputation and influence. The higher your score, the more search engines trust your site, which significantly improves your ability to rank at the top of search results.

Solution: Aegis has a lower DA than its competitor. However, DA can be improved by building a strong **local backlink profile** through regional sponsorships, chamber memberships, and digital PR. Establish **topical authority** by creating specialized content tailored to Fort Lauderdale's primary economic engines, like marine and healthcare industries. Aegis must solidify its trust signals by maintaining strict **NAP consistency** across business directories and generating a steady stream of Google reviews.

Linking Root Domains: The total count of distinct, unique websites that link back to yours. Earning links from a wide, diverse variety of sources proves your credibility to search engines, helping to elevate your rankings and drive more traffic.

Solution: Aegis has significantly less links compared to their competitor. Pivoting toward high-volume, outreach-driven link building rather than relying solely on local trust signals will help close the link gap. This requires launching Digital PR campaigns and publishing original,

data-rich content—such as regional ransomware statistics or industry-specific compliance guides—that naturally attract citations from a wide variety of news outlets and tech blogs.

Ranking Keywords: The total amount of search phrases that trigger your website to appear in search results. Securing rankings for a larger volume of keywords casts a wider net, allowing you to capture significantly more organic traffic.

Solution: Aegis can shift from a static brochure website to an active, high-velocity content engine. This means identifying **long-tail, high-intent search queries** and building comprehensive "topic clusters" around your core offerings—such as publishing detailed guides, compliance checklists, and localized FAQs (e.g., "SOC 2 compliance requirements for South Florida SaaS" or "How law firms prevent ransomware"). You can rapidly multiply your keyword footprint by consistently publishing in-depth blog posts that answer the exact, technical questions your ideal clients are typing into Google, giving search engines hundreds of new, optimized entry points to index your site.