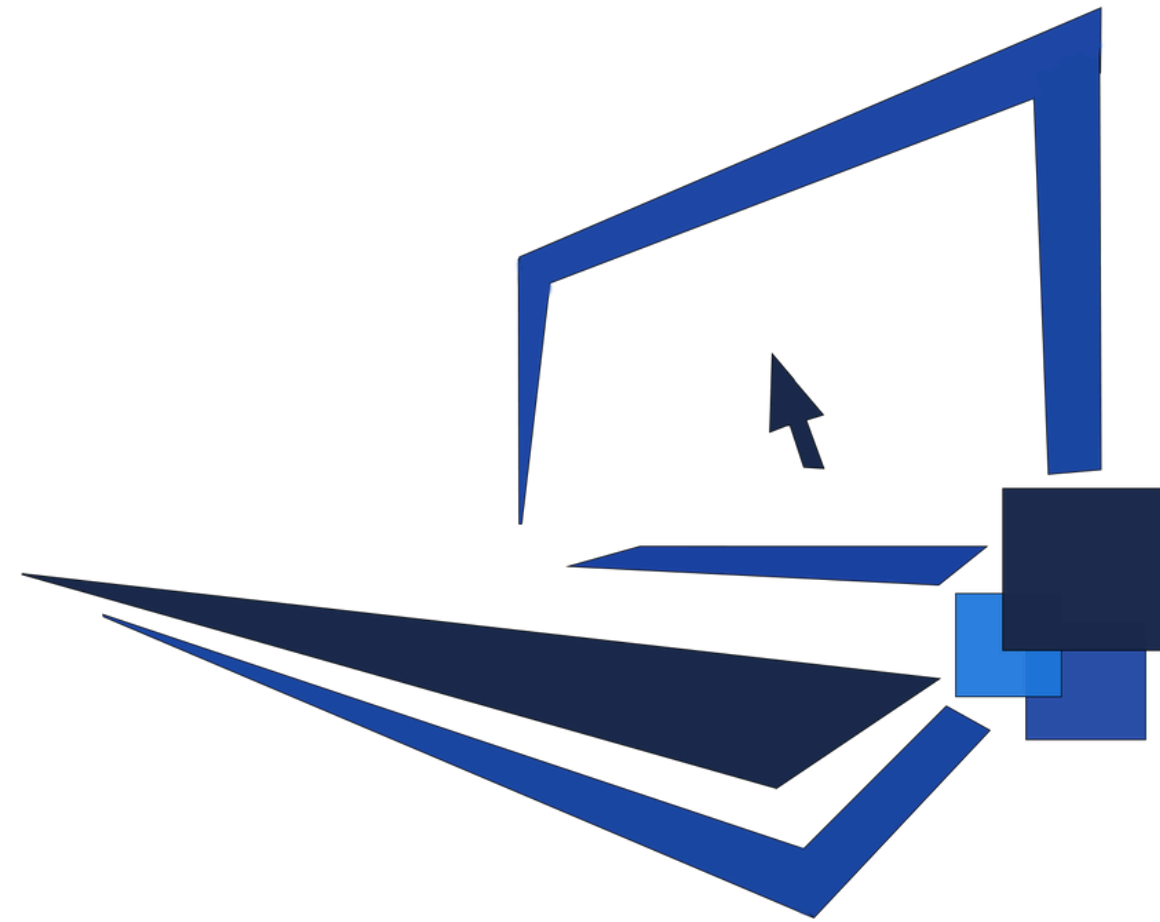


SEO Marketing Strategy



Henry's
Computer Solutions

Agenda



- Introduction
- **SEO Objectives**
- Target Consumer Segment
- Target Product Segment
- Target Geography
- Keyword Research & Suggested Queries
- Content Relevance Audit
- Recommendations & Action Plan
- Conclusion

Introduction

HCS is a local computer services and retail store located in Port Washington, Nassau County, New York.

Product & Services:

- Computer Repair.
- Cybersecurity Services.
- Computer Store.

What Makes Them Distinct:

- Clear explanations, patient support, and direct owner involvement.
- Fast turnarounds, 7-day remote support, emergency availability.
- Solves tough problems others can't; cybersecurity specialist.
- Transparent, reasonable pricing with a strong reputation for integrity.
- Decades of loyal customers and a commitment to local needs.



SEO Objective

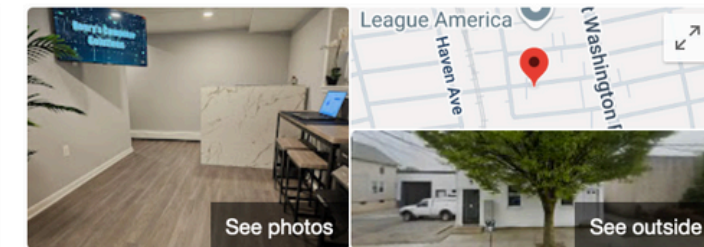
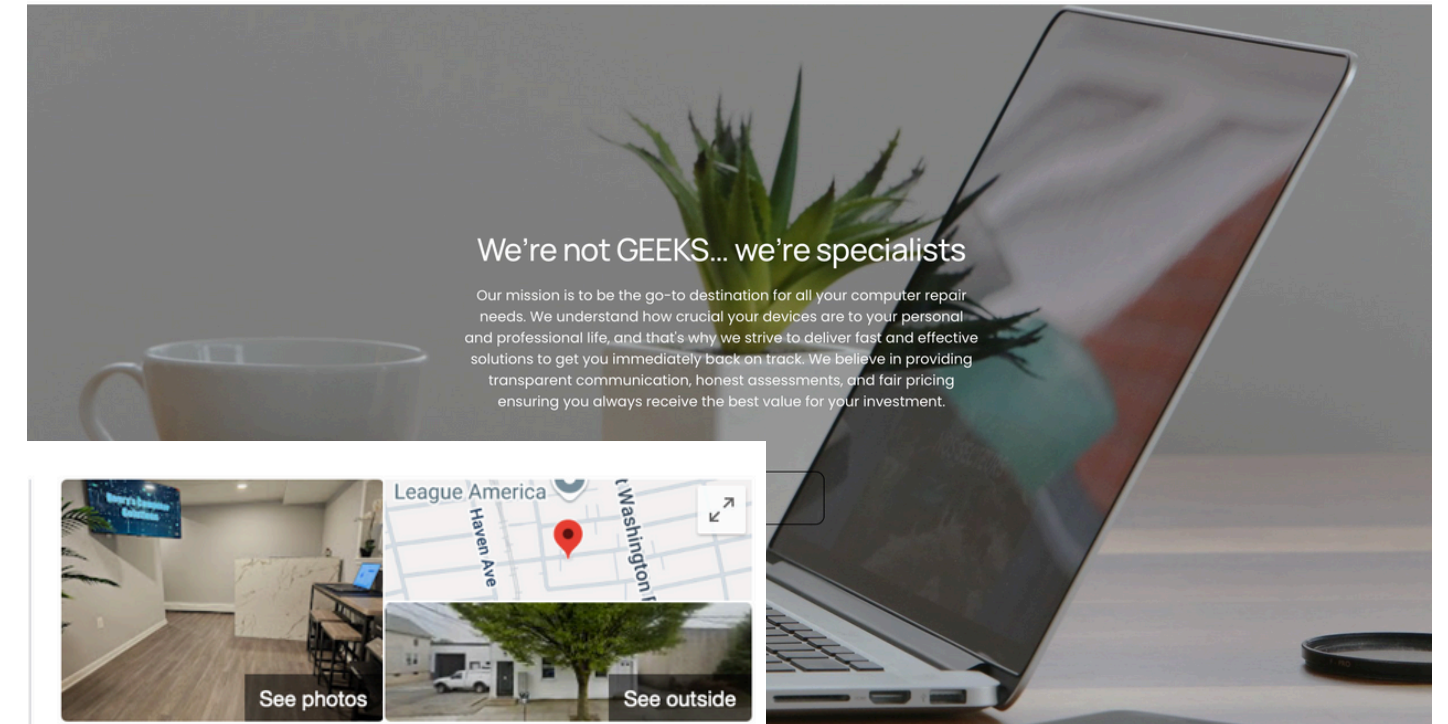
Business Need: Drive revenue by increasing local repair customers, cybersecurity leads, and PC sales.

Objectives:

- Improve site structure and content to achieve better search rankings.
- Target local keywords and optimize the Google Business Profile.
- Use clear information and strong calls to action to turn traffic into leads.

Metric Goals:

- Top 3 ranking for Computer Repair locally (*6 months*).
- 3 to 5 cybersecurity leads/month (*6 to 10 months*).
- 20 to 30% increase in organic traffic to product pages (*4 to 6 months*).



Henry's Computer Solutions




5.0 ★★★★★ 249 Google reviews

Computer repair service in Port Washington, New York

[Website](#) [Directions](#) [Reviews](#) [Share](#) [Call](#)

Google reviews ⓘ

[Write a review](#) [Add a photo](#)

-  "He did great **work** setting up **internet** for my entire **office**." ★★★★★
-  "The **price** is fair and the **service** is excellent!" ★★★★★
-  "**Place** is great, cleaned up my **laptop** making it look like new, highly recommend." ★★★★★

[View all Google reviews](#)

Computer repair shop providing data recovery services and networking, plus used computer sales.

Address: 30 Willowdale Ave, Port Washington, NY 11050

Get There: 🚗 25 min · 🚗 8 min · 🚶 1 hr 2 min

Phone: (516) 808-3810

Hours: Closed · Opens 10AM Tue ▾

[Suggest an edit](#) · [Own this business?](#)

Target Consumer Segment

Per Costumer Database / Google Reviews

Segment	Google Reviews	Needs/ Pain Points	Why Target Them?	Where to Reach Them?
Seniors	~15–20	<ul style="list-style-type: none"> - Patient, clear explanations in non-technical language. - In-home service, setup help. - Fear of scams and viruses. - Need for trust and personal connection. 	Most <u>profitable</u> . High loyalty. Priority growth segment.	Google Business Profile, Facebook, Nextdoor, Local Newspapers, Senior Centers
Residential Home Users/ Families	~40–45	<ul style="list-style-type: none"> - Fast, reliable repairs (screens, keyboards, virus removal). - Affordable, fair pricing. - Need for advice on replacements vs. repairs. - Data recovery and setup. 	Largest current <u>volume</u> . Strong local demand.	Google Business Profile, Facebook Ads, Nextdoor, Google Maps listings
Small & Medium Businesses (SMBs)	~20–25	<ul style="list-style-type: none"> - Managed cybersecurity with 24/7 peace of mind. - Reliable IT support to avoid downtime. - Emergency response for hacks or ransomware. - Device protection for staff. - Client confidentiality and data security for professional firms. 	High-value <u>contracts</u> . Recurring revenue potential.	Google Search Ads (IT & cybersecurity terms), LinkedIn Ads, Local Chamber Directories, Website SEO with service pages for businesses
Gamers & Pro Users	~10–12	<ul style="list-style-type: none"> - Custom PC builds personalized to budget. - Hardware upgrades (RAM, graphics cards). - Fast diagnostics and expert tuning. - Trust that work will be done right the first time. 	Growing segment. <u>Higher-margin services</u> .	Google Ads for “gaming PC repair,” Reddit, Discord, YouTube Pre-Roll Ads, Instagram

Target Product Segment

Per Costumer Database / Google Reviews

Category	Services	Who It's For?	Why?
Computer Repair (Support)	<ul style="list-style-type: none">• Diagnostics & Troubleshooting• Remote Support• Component Replacement• Data Recovery / Migration• System Clean & Tune-Up• On-Site Service / House Calls	Residential Home users/ Families, Seniors, Small business employees	The SEO plan targets local searches and high-conversion keywords.
Cybersecurity (Maintenance)	<ul style="list-style-type: none">• Virus/Malware Removal• Ransomware Remediation• Managed Security Service• Security Audit & Hardening• Firewall / AV Licensing• Monthly Maintenance Plan	Small business owners, Professionals Working From Home, Security-conscious Families	The SEO plan targets 'SMB cybersecurity' and personal protection keywords.
PC Store & Custom Builds	<ul style="list-style-type: none">• Office PC Build• Gaming PC Build• Professional Workstation• Refurbished PC Sales• Trade-In / Buyback Options• RAM Upgrade• SSD Upgrade• Graphics Card Install• Software & OS Installation	Gamers, Families, Home Offices, Small Businesses	Reviews praise custom gaming builds, upgrades, refurbished sales.

Target Geography.

Geography	Why?
Primary	Port Washington. Main location, highest local demand, strongest service presence.
Secondary	Nassau County. Expands service area to nearby towns with strong local search potential. <i>(Manhasset, Roslyn, Great Neck, Glen Cove, Mineola, New Hyde Park)</i>
Opportunity	North Shore Long Island region. Customers are willing to drive. <i>(Oyster Bay, Huntington - further east)</i>

Keyword Research



Computer Repair

Keyword	Volume	Difficulty
Computer Repair Near Me	246,000	Moderate
Macbook repair Nassau County	590	Moderate
Virus removal Port Washington	450	Easy

Google Questions

How much should a PC repair cost?

How much does Geek Squad charge to fix a computer?

How do I choose a computer repair shop?

How do I find a good computer technician?

Cybersecurity

Keyword	Volume	Difficulty
Personal cybersecurity services	110	Easy
Ransomware protection Long Island	70	Easy
Small business IT support Port Washington	55	Easy

Google Questions

What is the average cost of cyber security services?

Who can help me with cyber security?

Who is number 1 in cyber security? (Why)

How much do small businesses pay for cyber security?

PC Store & Custom Builds

Keyword	Volume	Difficulty
Gaming PC with monitor/keyboard/mouse	3,000	Moderate
Sell computer parts	720	Moderate
Refurbished HP desktop computer	590	Moderate

Google Questions

Which brand of computer is best?

How do I pick the right computer for me?

Which store is best for buying a computer?

What is a fair price for a computer?

SEO Audit

Technical

- 1 page blocked from crawling (robots.txt or noindex).
- Site structure issues: 1 orphaned page and unclear internal linking/navigation.
- Missing or broken structured data (schema markup).
- 45 pages have low text-to-HTML ratios (too much code, not enough content).
- 21 pages have H1 tag problems (missing or multiple).
- 23 pages missing meta descriptions or using vague ones.
- 19 pages have overly long or unclear title tags.

On-Page

- 25 pages have low word count (missed keyword opportunities).
- Metadata lacks local specificity (no mention of service area).
- Overuse of generic CTAs ("Contact Us") instead of action-based prompts.
- Unclear product/service categories (Desktops vs. Laptops).
- Inconsistent or duplicated contact info across pages.
- Missing trust signals: no testimonials or reviews displayed.
- No integration with social media (no visible links on site).

Off Page

- Weak social media presence: inactive accounts and multiple Instagram profiles causing brand confusion.
- No backlinks or referral traffic from trusted external websites.

Recommendations and Tactics

Technical

- Fix crawl issues and link orphaned pages to improve site accessibility.
- Add structured data (schema) and clean up H1/meta/title tags for clarity and ranking.
- Simplify code and increase on-page content to improve text-to-HTML ratio.

On-Page

- Expand low-content pages with location-specific language and FAQs
- Add clear CTAs tied to services ("Book a Repair," "Get a Quote")
- Improve user trust: display testimonials, clarify contact info, and streamline category labels

Off Page

- Consolidate and activate one social media profile with regular updates. Update information.
- Build backlinks through local directories, partnerships, and customer features.
- Encourage reviews via follow-up emails and highlight them on key pages.

Proposed Site Structure

Home

|— Hours

|— Services

| |— Computer Repair (*Pg1*) Page Description — Services Offered — Pricing Menu — Reviews — FAQ — CTA

| |— Cybersecurity (*Pg2*) Page Description — Services Offered — Tier Memberships — Pricing Menu — Reviews — FAQ — CTA

| |— Online Store/ Custom Builds (*Pg3*) Page Description — Catalog— Pricing Menu: Personalized Custom Build Options / Upgrade & Install Services — Reviews — FAQ — CTA

|— About Us (Team bios)

|— Service Area Map (Nassau County +)

|— Contact

|— GMB Profile Sync

Action Plan

WEEK 1-2: Technical Fixes

- Why first? These are foundational issues that block visibility. Until fixed, content and links won't matter.

WEEK 3-5: Content & Structure

- Why now? With the site crawlable, it's time to improve relevance, clarity, and user experience.

WEEK 6-7: Social & Trust Signals

- Why now? Once site structure is strong, build trust and connection with users.

WEEK 8-10: Authority & Local SEO

- Why now? With content and structure in place, grow visibility through external signals.

We'll measure success through Google Business Profile rankings, lead form and call activity, and traffic/conversion insights from Google or Squarespace Analytics.

Thank you!