

COMPREHENSIVE SEO, AEO, AND GEO AUDIT

intellicomp.net

Intellicomp Technologies of Baltimore, Maryland

Prepared for: Intellicomp Technologies

Prepared by: The Farm Digital

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Scope: Organic visibility, backlink integrity, AI search citations, technical performance, local search, and competitive position

1. Executive Summary

Intellicomp's organic search visibility has fallen by approximately **96%** from its February 2025 peak. The decline is not a sudden penalty. It is a **17-month structural decay that began in March 2025**, roughly six months earlier than the drop appears to have been noticed.

Three problems compound one another:

A severely contaminated backlink profile. Referring domains grew fivefold, from **193 to 967**, between May and December 2025. The profile now contains link-farm domains literally named "seoexpress-pbn-experts.store" and "dr-90-rank-forge-department.store", alongside an anchor text that reads "**LINKS FOR intellicomp.net TELEGRAM @happygrannypies**". Domain Rating rose from 26 to 40 while traffic fell 96%. Genuine authority and traffic move together. **Authority rising while traffic craters is the signature of purchased links.**

Active, ongoing duplicate-page publishing. Twenty-four city pages at "/it-services-{city}/" are, once the city name is set aside, **98.8% to 100% identical**. They are two templates cloned across 24 URLs. They were published between February and June 2026, after the collapse, and the most recent went live on **9 June 2026. This program is still running.**

Topical dilution. At peak, the single largest traffic source was a blog post about "hacking tricks." The blog ranks for "what iPhone has the best camera" and "what happened on August 17 1996." An IT services firm's topical authority is being spent on consumer-tech trivia.

Meanwhile, AI citations are **effectively zero**, with no presence at all on Google AI Overviews, Gemini, Perplexity, or Copilot. The homepage title claims Intellicomp is the "**#1 Rated IT Services Company In The United States,**" an unsubstantiated national superlative for a Baltimore-metro business.

The most urgent action is not a fix. It is to stop. Duplicate-page publishing should halt before any recovery work begins.

The good news, and it is substantial

The business is not dead. **The map pack is intact.** Intellicomp ranks **#2 for “managed it services baltimore,”** its highest-value commercial term, with a verified Google Business Profile, a **4.9 star rating, 47 reviews, and 65 photos.**

This is the single most important finding in this audit, and an organic-only analysis would have missed it entirely. **Organic search and the local map pack are separate ranking systems.** Organic collapsed. Local survived. Whatever leads Intellicomp still receives are most likely arriving through the map pack rather than through the website’s organic rankings.

That reframes the situation. **This is not the rescue of a dead asset. It is the repair of one broken channel alongside a healthy one that is being under-used** with a 53% review reply rate, a review velocity of roughly one per month, and zero questions answered on the profile.

Overall Audit Scorecard

Audit Module	Score	Status	Key Finding
Organic Visibility	5/100	CRITICAL	Visibility fell approximately 96% from the February 2025 peak; ranking pages fell from 64 to 14
Backlink Profile	8/100	CRITICAL	Link-farm domains and a link-seller advertisement appearing inside the anchor text
Content Originality	15/100	CRITICAL	24 city pages built from 2 templates at 98.8% to 100% similarity, still being published
AI Visibility (GEO)	10/100	CRITICAL	Zero citations on Google AI Overviews, Gemini, Perplexity, and Copilot
Agentic Accessibility	0/100	CRITICAL	PageSpeed Insights agentic browsing check fails 0 of 2 on both mobile and desktop
Page Speed (Mobile)	25/100	CRITICAL	LCP 4.9 s, FCP 4.4 s, and TTFB 2.1 s all exceed the Good threshold
Entity Consistency	20/100	HIGH	Roughly 12 domains fragment one brand; the profile phone does not match the website phone
AEO Readiness	25/100	HIGH	No FAQ schema, no answer-first content structure, no visible author or freshness signals
Technical SEO	45/100	HIGH	Clean crawl directives and correct redirects, undermined by cannibalization, duplicate H1s, and a live draft page
Schema Markup	60/100	MEDIUM	LocalBusiness, Organization, WebSite, BreadcrumbList, and ImageObject present; Service and FAQ markup absent
Page Speed (Desktop)	65/100	MEDIUM	Cumulative Layout Shift of 0.85 is roughly eight times the

Audit Module	Score	Status	Key Finding
			Good threshold
Local Search and GBP	62/100	STRENGTH	Ranks #2 in the map pack for the highest-value commercial term, with a 4.9 rating and 47 reviews
Composite	28/100	CRITICAL	One healthy channel, local search, is carrying a site whose organic and AI-search channels have both collapsed

The composite is the unweighted mean of the twelve modules above. **Local Search is the only module scoring above the halfway mark**, and it is the only channel still producing leads.

Scope, and what we can honestly claim

This audit is built entirely on data anyone can observe from the outside: a full crawl of 943 URLs, direct inspection of the site's code and server responses, historical ranking and backlink data, Google Business Profile and map-pack data, and real-world Chrome performance data.

We did not have access to Intellicomp's Search Console or Analytics. That matters, and we would rather say so than hide it:

- Every finding marked confirmed was measured directly and can be reproduced today.
- A few findings are marked strongly indicated rather than proven. They are labelled wherever they appear.
- One question cannot be answered from outside at all: whether Google has issued a manual penalty. That lives in exactly one place, the Search Console account, and no external tool on earth can retrieve it. It would be the first thing we check.

2. Where Intellicomp Stands in AI Search

AI-powered search is now a distinct discovery channel. Business buyers increasingly ask ChatGPT, Perplexity, Gemini, and Copilot for vendor recommendations before they ever open Google. In that channel, Intellicomp is **effectively invisible**.

Citation results across seven platforms

Platform	Citations	Cited Pages	Assessment
Google AI Overviews	0	0	Critical gap. The highest-volume AI surface, and the brand is absent.
Gemini	0	0	Critical gap. No entity recognition.

Platform	Citations	Cited Pages	Assessment
Perplexity	0	0	Critical gap. Perplexity favours structured, quotable sources.
Copilot	0	0	Critical gap. Copilot draws on the Bing index.
ChatGPT	1	1	Trace presence only.
Google AI Mode	1	1	Trace presence only.
Grok	2	2	Trace presence only.
Total	4	4	Present on 3 of 7 platforms, at one or two citations each. Functionally a zero baseline.

Audit	CRITICAL
Key finding	AI engines can reach the website. They are choosing not to quote it.
The evidence	Googlebot, Bingbot, and standard crawlers all receive clean HTTP 200 responses. Nothing is blocked. Yet Google's own PageSpeed "agentic browsing" check which tests whether an automated agent can read and act on a page fails 0 of 2 on both mobile and desktop .
What it means	Zero AI citations usually means a blocked door. Here the door is open, which is worse. The engines can walk in, look around, and find nothing worth repeating. Two independent tools reach the same conclusion: machines struggle with this site.

Why the engines are not citing the brand

Entity fragmentation. Roughly twelve domains carry variants of the brand name, including marylandcomputerexperts.com, intellisecure.tech, intellicompitsupport.com, intelli-train.us, intellicomp.us, and intellicomp.ai. **An AI recommends businesses it can identify with confidence. Twelve business cards with twelve different names do not add up to one trusted company.**

Content duplication. Twenty-four near-identical city pages give a language model nothing distinctive to quote, and actively signal low quality.

A polluted link graph. The strongest external signals pointing at this domain are link farms, gambling sites, and a fake-testimonial campaign. **AI models judge the company a brand keeps.**

A missing answer layer. There is no FAQ markup and no Service markup. There is no machine-readable answer for a model to lift.

AI visibility is a **lagging indicator of entity clarity**. It is not a separate campaign and it will not respond to a separate budget. Fixing the duplicate pages, the backlink profile, and the fragmented domain family **is** the AI strategy.

3. What Happened, and Why

The decline began in March 2025, not September

Month	Est. Traffic	Traffic Value	Ranking Pages	Referring Domains	Domain Rating
Feb 2025	2,894 (peak)	\$4,704.81	64	160	25
Mar 2025	2,512	\$3,435.15	65	156	25
May 2025	1,907	\$2,186.22	84	193	26
Jun 2025	1,857	\$2,342.71	75	367	29
Jul 2025	1,611	\$1,209.49	69	785	38
Aug 2025	980	\$1,127.51	115	901	40
Sep 2025	551	\$939.45	99	934	40
Dec 2025	263	\$39.87	22	967	40
Jan 2026	114 (trough)	\$10.64	14	938	40
Jul 2026	459	\$158.98	19	839	37

Audit	HIGH
Key finding	The traffic slid for seven straight months before September.
The evidence	Traffic fell every single month from February 2025 onward: 2,894 → 2,512 → 2,067 → 1,907 → 1,857 → 1,611 → 980 → 551. September is simply when it became impossible to ignore.
What it means	The shape of the line is itself the diagnosis. A penalty or a single algorithm update produces a cliff within days. This is a slope. Slopes come from accumulating structural problems, and structural problems are the kind we can fix.

Audit	CRITICAL
Key finding	Domain Rating went UP while traffic collapsed.
The evidence	DR climbed from 26 to 40 across July and August 2025, precisely as traffic fell off. Referring domains went from 193 to 967 in the same window.
What it means	Authority and traffic normally move together. Authority rising while traffic craters is the clearest fingerprint available of a link-buying campaign inflating a vanity number. Someone was paying for a metric, not for customers.

Traffic **value** fell harder than traffic **volume** — 99.8% against 96%. In plain terms: **the keywords that made money died first.**

Every explanation, and what rules it out

Rather than assert a single cause, we tested each explanation against the evidence. This is the discipline that separates a diagnosis from a guess.

Theory	Evidence for it	Evidence against it	Verdict
Bought / toxic backlinks	Domains 193→967; DR up while traffic down; spam flags; a Telegram link-seller in the anchor text	The decline started before the links arrived	MAJOR CONTRIBUTOR
Off-topic content dilution	Top page was “hacking tricks”; blog ranks for iPhone cameras and 1996 trivia	Start date not tied to one confirmed update	MAJOR CONTRIBUTOR
Duplicate city pages	24 pages, 2 templates, 98.8–100% identical	Published AFTER the collapse began	NOT THE CAUSE but an active, worsening risk
July 2025 site rebuild	All 164 blog URLs moved; every page timestamp reset	Redirects were implemented correctly. Zero broken pages.	ACCELERANT
A manual penalty from Google	The sheer scale of the loss	A 17-month slope, not a cliff. Penalties do not decay gradually.	NOT SUPPORTED by the evidence pattern
Google cannot crawl the site	The site blocks some desktop browsers	Googlebot and Bingbot both receive HTTP 200. robots.txt blocks nothing.	RULED OUT

Working conclusion

This was **not a penalty**. It was a **compounding failure**. A site whose rankings rested largely on off-topic informational content, destabilized by a sitewide URL migration, while a large volume of junk links accumulated against it and which has since responded to the crisis by **mass-producing duplicate pages**, deepening the hole.

Every one of those four mechanisms is **observable, measurable, and reversible**. That is the case for optimism, and it is why the remediation plan in Section 9 is as specific as it is.

4. Duplicate Content, Measured Rather Than Alleged

We did not take a tool's word for this. Each page was downloaded, the navigation, footer, and code were stripped away, city names were replaced with a common placeholder, and similarity was computed across every overlapping five-word sequence.

Result: 24 pages, 2 templates

Template	Pages	Words each	Average similarity	Lowest pair
Template 1	15	1,132	98.8%	97.2%
Template 2	9	1,342	99.6%	98.3%

“it-services-baltimore” against “it-services-bethesda” against “it-services-dundalk” scored **100.0%** once the city name was normalized. **They are identical but for a single word.**

Audit	CRITICAL
Key finding	These are doorway pages, and the program is still running.
The evidence	Five duplicate pages per month, every month, from February to June 2026. The last one went live on 9 June 2026 , one month before this audit.
What it means	Imagine a shop printing the same leaflet 24 times, changing only the town name, and posting them all through the same letterbox. Google has a name for this: scaled content abuse. Every new page deepens the problem.

Two nuances, and they cut in Intellicomp’s favour

Thin content is not the problem. Median page length is 1,152 words and **zero** indexable pages fall below 300 words. Length was never the issue. Originality is.

The other city pages are genuinely different. Baltimore’s seven service variants measured only about **18% similarity** to one another. Those pages are real content that happens to compete with itself. **They need consolidating for strategy, not removing for quality.**

A related finding: content is bulk-written, then drip-scheduled

The blog's "last modified" timestamps are **earlier** than its "published" timestamps. That is only possible if the content was written in a batch, then queued.

Published	Last modified	Post
2026-07-06	2026-06-18	Microsoft 365 Managed Services
2026-07-03	2026-06-18	Ransomware Protection Checklist
2026-07-01	2026-06-18	Why Baltimore Businesses Choose Managed IT
2026-06-29	2026-06-08	Endpoint Detection & Response
2026-06-26	2026-06-08	Disaster Recovery as a Service

Written in batches on 8 and 18 June, then released every two to three days at 09:00. **In fairness: these blog posts are good.** They are on-topic, commercially relevant, and several are properly local. **The blog is not the problem. The templated city pages are.**

5. The Backlink Profile — The Evidence

Live: 2,426 backlinks from 844 referring domains. **All-time:** 10,819 backlinks from 2,284 referring domains. That means **1,440 referring domains have already decayed away**. Real links do not evaporate at that rate. Rented ones do.

Exhibit A: the anchor text, quoted verbatim

"Anchor text" is the clickable words in a link. It is chosen by whoever builds the link, so it reveals their intent. These are copied exactly as they appear in the live backlink index.

Anchor text, as it actually appears	Ref. domains	What it tells us
"Hacking methods"	442	1,356 links pointing at one blog post. No natural link profile concentrates like this.
"intellicomp.net"	306	A naked URL. The signature of automated, bulk link creation.

Anchor text, as it actually appears	Ref. domains	What it tells us
"There was a time when I thought SEO required huge budgets until I found SEOExpress.org... my organic visits increased by over +350%! ... it's been life-changing for intellicomp.net"	173	A fake testimonial advertising an SEO vendor, using Intellicomp's name as the success story.
"LINKS FOR intellicomp.net TELEGRAM @happygrannypies"	18	A link-selling advertisement, sitting inside the link text itself. Someone is selling links to this domain over Telegram.
"Back when I first launched intellisecure.tech... SEOExpress.org's backlink building services... my domain authority leaped from DA 10 to DA 38 in just three months"	32	The same fake-testimonial template, aimed at a sister domain.
"OR4YKSaIZyft8GS", "AVHBqTKPiOtHyTC"	13 each	Random strings. Machine-generated injection, not human editorial.

Exhibit B: the domains themselves

These are real referring domains, copied from the live backlink profile. They are not paraphrased.

Referring domain	Spam flagged	Note
seoexpress-pbn-experts.store	YES	"PBN" = Private Blog Network. It names itself.
master-rank-forge-pbn-league.store	YES	Also self-identifies as a PBN.
dr-90-rank-forge-department.store	YES	Sells "DR 90" — a vanity authority metric.
outrank-hq-spam-score-dynamic-firm.store	YES	Contains the word "spam-score" in the domain.
anchor-text-link-juice-and-high-da-depot.store	YES	Names three SEO manipulation terms at once.
slotxo79.xyz, pgslot-autos.xyz, kuyjoker.xyz	YES	Gambling sites.
thefappeningnude.xyz	YES	Adult content.
bcurmrqg.xyz, egjqkvry.xyz, nzeasgmd.xyz	YES	Randomly generated domain names. Hundreds of these exist.

Three distinct waves

Wave 1 — June 2025. A gibberish blast. Hundreds of throwaway .xyz domains alongside gambling and adult sites. Near-zero authority, spam-flagged, ranking for nothing.

Wave 2 — 2026. Commercial link farms. Domains that name their own function, listed above.

Wave 3 — late June 2025. A legitimate-looking cluster. Dozens of real managed-service-provider websites began linking within days of each other. **They are not spam-flagged.** This resembles a reciprocal-link scheme, a shared directory, or a vendor footer widget. It warrants explanation.

Audit	HIGH
Key finding	These links were purchased, and quite likely without Intellicomp understanding what was being bought.
The evidence	The fake-testimonial anchors promoting SEOExpress.org across 173 domains do not describe a hostile attacker. A saboteur does not advertise their own SEO agency in your backlink profile. They describe a vendor marketing its services through a client's link graph.
What it means	Campaigns like this are routinely sold as “authority building” or “guest post packages” to businesses who are never shown what is actually being built. The direct question is simply: which SEO providers has Intellicomp engaged since January 2025, and what was purchased? The answer determines the remediation path, and we can begin cleanup either way.

If the links were BOUGHT	If this was an ATTACK
End the vendor relationship. Disavow the links. Audit anything else that vendor touched, including the 24 duplicate pages.	Document it. Disavow the links. Google’s own spam systems generally handle the rest.

A calibration note, stated in fairness

Google says publicly that it ignores **most** link spam rather than penalising for it, and that disavowal is rarely necessary. A rigorous reading holds both facts at once. **This profile is genuinely toxic and is a standing liability.** And **link spam alone is an unlikely sole cause of a 96% decline.** It is a serious contributing factor, not a single trigger, which is precisely why the remediation plan addresses four mechanisms rather than one.

6. Technical, On-Page, and Performance Findings

What is working, and it deserves credit

Area	Finding
Crawl access	Nothing is blocked. robots.txt is clean. Googlebot and Bingbot both receive HTTP 200.
Redirects	The July 2025 blog URL migration was done correctly. Zero broken pages among the top historical performers.
Structured data	LocalBusiness, Organization, WebSite, and BreadcrumbList markup all present and correct.
Content length	Median 1,152 words. Not a single indexable page under 300 words.
Blog quality	On-topic, commercially relevant, and increasingly local. This is an asset.

What is not

Severity	Issue	What it means
CRITICAL	24 doorway pages, still being published	The same page, 24 times, with the town name swapped.
CRITICAL	Toxic backlink profile	The website's references are link farms and gambling sites.
HIGH	Homepage title: "#1 Rated IT Services Company In The United States"	An unverifiable boast on a Baltimore firm. To a technical buyer, this reads as a credibility leak, not a selling point.
HIGH	Seven Baltimore pages competing for one search	Intellicomp is bidding against itself. Google splits the credit seven ways.
HIGH	About 12 domains fragmenting one brand	Twelve business cards, twelve names. Google and AI cannot tell which is the real company.
MEDIUM	"welcome-draft" page is live and in the sitemap	An unfinished draft is publicly published and offered to Google.
MEDIUM	Three pages share the H1 "IT Support in Washington, DC"	Three pages claim to be the same page.
MEDIUM	Stale pages still indexed (covid, 2024-phca)	Old content still presented as current.
LOW	The site 403s some desktop browsers from data centres	Does not affect Google. May block legitimate SEO tooling.

7. Local Search and Google Business Profile

This is the channel an organic-only analysis cannot see, and it is the one still producing revenue.

Map pack rankings

Search term	Position	Who ranks above
"managed it services baltimore"	#2	Metro Tech Group (#1)
"it support baltimore"	Not present	ComputerSupport.com, Metro Tech Group, Hayes IT Services

Audit	STRENGTH
Key finding	Intellicomp ranks #2 from nine miles outside the city, against downtown incumbents.
The evidence	Every provider ahead of it sits within roughly one mile of the city centre . Intellicomp's address is 8.9 miles out .
What it means	Proximity is one of the three pillars of local ranking, and it is the only one that cannot be optimized. Ranking second from that distance is genuinely strong performance, not coasting. It also explains, with no further theory needed, why it is absent from the "it support baltimore" pack: that query draws a tighter radius, and Pikesville falls outside it.

Profile health

Field	Value	Assessment
Verified	Yes	Good.
Rating	4.9	Excellent.
Reviews	47	Four times Metro Tech's count. A real, earned asset.
Photos	65	Good.
Completeness	75 / 100	Room to improve.
Questions answered	0	Free visibility, ignored.
Review reply rate	53%	Nearly half of customers are talked past.
Review velocity	~1 per month	Four zero-months in the last six.
Attributes	Empty	Unused.

Two mismatches, and both are quick fixes

Audit	CRITICAL
Key finding	The phone number on Google does not match the phone number on the website.
The evidence	Google Business Profile shows 410-484-7270 . The website shows (443) 484-1009 .
What it means	It is a business card with two different phone numbers printed on it. Google cannot tell which one is really you, so it trusts you less. This is roughly one hour of work and it strengthens the only channel that still works.

Audit	HIGH
Key finding	The Google listing name is keyword-stuffed, which violates Google's rules.
The evidence	The profile is registered as "Intellicomp Technologies - Baltimore Managed IT Services." The real business name is *Intellicomp Technologies* .
What it means	This is against Google's business-name guidelines and carries a suspension risk , and any competitor can report it. But we must be honest about the trade-off: stuffed names do measurably help rankings. Removing it may cost map-pack position. That is a business decision to make with full information — not one to make silently.

Review velocity: the quiet problem, and the biggest opportunity

Period	Reviews	Note
Jul-Aug 2025	1 each	
Sep-Oct 2025	0	Two silent months.
Nov 2025	1	
Dec 2025	0	
Jan 2026	1 (one star)	Still unanswered. Concerns unreturned support calls.
Feb 2026	1	
Mar-Apr 2026	0	Two more silent months.
May 2026	1	
Jun 2026	0	

Audit	STRENGTH
Key finding	Reviews are like milk, not wine. Freshness beats total.
The evidence	Metro Tech Group outranks Intellicomp with 12 reviews against Intellicomp's 47 . Intellicomp gets roughly one review a month, with four zero-months in the last six.
What it means	Volume is not the gap. Recency is. Google reads a recent review as proof the business is still trading and still good. Restarting reviews and replying to every one is cheap, fast, entirely within Intellicomp's control, and acts directly on the channel that still works. This is the highest-return action in the entire audit.

Directory presence

Directory	Linking	Note
bbb.org	YES	DR 93. Strong.
crunchbase.com	YES	DR 91.
yellowpages.com	YES	DR 89.
expertise.com	YES	DR 88.
chamberofcommerce.com	YES	DR 84.
clutch.co, upcity.com, g2.com, capterra.com	Absent	The MSP-vertical directories. This is where B2B IT buyers shop and where AI models look. The clearest citation opportunity.
yelp, facebook, linkedin, angi	Absent	General directories. Lower priority for B2B, still worth claiming.

8. Competitor Analysis

The competitors that matter are not the ones the tools name

Keyword tools currently return **Fortinet, Kaspersky, a university, and a criminology institute** as Intellicomp's nearest competitors, at **0.0% keyword overlap**. That is an artifact of a collapsed keyword footprint. It confirms only how far the site has fallen out of its own market.

The real competitive set is local, and it is small.

SOC 2: what can and cannot be established, and why

Audit	INFO
Key finding	SOC 2 status cannot be confirmed with certainty from outside, for anyone, by anyone.
The evidence	There is no public registry of SOC 2 compliant organisations. Unlike ISO 27001, SOC 2 has no lookup tool, no central database, and no government portal. The AICPA regulates the standard but publishes no list. Reports are confidential and released under NDA.
What it means	Any consultant who hands you a definitive SOC 2 status table for your competitors has either seen their reports under NDA, or is guessing. What CAN be established with certainty is what each competitor publicly claims , which is what actually shapes a buyer's perception in a bid. That is what we verified, and it is set out below.

What each provider publicly claims - verified 9 July 2026

HOW TO READ THIS
Method: each domain's homepage, security page, compliance page, certifications page, and XML sitemap were fetched directly and scanned for the literal string "SOC 2", followed by site-restricted search. A first-person claim ("we are SOC 2 Type II certified") is recorded as a claim. Advisory language ("we help you meet SOC 2") is not.

Provider	Distance	Rating	Reviews	SOC 2 claim	What they actually publish
Metro Tech Group	0.2 mi	5.0	12	None published	Advertises "SOC services" a Security Operations Centre. That is a monitoring room, NOT a SOC 2 attestation.
ComputerSupport.com	0.3 mi	No rating	0	None published	Certifications page lists engineer-level certs only (Cisco, VMware, AWS). Also advertises NOC/SOC services.
DP Solutions	1.1 mi	5.0	18	None published	Self-describes as a "CMMC Certified Firm". Helps clients meet NIST, PCI, ISO. Names no SOC 2 on its own compliance page.
Avid Practice	6.7 mi	4.8	18	None published	No attestation published.
Intellicomp Technologies	8.9 mi	4.9	47	In progress	Currently names NO compliance framework at all on its own cybersecurity page. Sells security, cites no standard.

Provider	Distance	Rating	Reviews	SOC 2 claim	What they actually publish
TeamLogic IT	9.2 mi	5.0	61	None published	No attestation published.
Reliable Technology Services	11.3 mi	5.0	124	None published	Operates a /trust page. It contains no SOC 2 claim.

The wider market: SOC 2 is claimed, just not by the pack

This is the part that matters most for positioning, and it corrects an easy assumption. **Within Intellicomp's direct map-pack competitive set, nobody publishes a SOC 2 claim.** But in the broader Baltimore metro, at least one competitor already leads with it.

Provider	SOC 2 claim	Exact public wording
Atruent (Columbia, MD)	YES — Type 2	"With SOC 2 Type 2 compliance and guaranteed one-hour response times, Atruent provides enterprise-grade protection..." Used as a headline selling point on its Baltimore page.
Ascend Technologies	YES — Type II	Maintains a dedicated "SOC 2 Type II Certified" page, obtained via the MSP Cloud Verify Program.
CompassMSP (Baltimore)	Not Visibly claiming SOC 2	"Expert guidance for Baltimore organizations navigating... HIPAA, CMMC, and SOC 2." This is help for clients, not an attestation they hold.

Audit	STRENGTH
Key finding	SOC 2 is a genuine differentiator against the firms currently outranking Intellicomp, but the window is not indefinite.
The evidence	None of the six providers in Intellicomp's map-pack set publishes a SOC 2 claim. Atruent, eleven miles away in Columbia, already leads with "SOC 2 Type 2" on its Baltimore landing page. Two of the pack advertise "SOC services", which buyers routinely mistake for SOC 2.
What it means	Intellicomp's own reviews describe long engagements in nursing homes, education, and healthcare-adjacent operations — sectors where SOC 2 Type II is becoming a procurement gate. Completing the attestation and publishing a public trust page would place Intellicomp ahead of every firm it currently competes with in the map pack, and on level terms with the metro's most sophisticated marketer. It will not make Intellicomp first in the region. It will make it first in its own pack.

How to verify a competitor's SOC 2 claim with certainty

When Intellicomp meets these firms in a competitive bid, this is the protocol that settles the question. It is also the protocol Intellicomp should expect to be subjected to.

#	Step	What it establishes
1	Request the most recent SOC 2 Type II report directly, under NDA	The only authoritative artifact. There is no substitute and no registry to check.
2	Check the report period and confirm it was issued within the last 12 months	An older report with no bridge letter is stale and should not be relied on.
3	Request a bridge letter covering any gap between the report period and today	Issued by the auditor, it confirms no material change to controls since the period ended.
4	Confirm the Trust Services Criteria in scope (Security, Availability, Processing Integrity, Confidentiality, Privacy)	Security alone is common. A narrow scope can look identical to a broad one on a website badge.
5	Verify the auditor is a licensed CPA firm in the AICPA peer review program	SOC 2 may only be issued by a licensed CPA firm. This is checkable.
6	Confirm it is Type II, not Type I	Type I is a point-in-time design check. Type II tests operating effectiveness over 6–12 months. Only Type II demonstrates sustained control.

Absence of a public claim is not proof of non-compliance. Several of these firms may hold a report and simply not market it, which is common. **The verified finding is that none of Intellicomp's pack rivals use SOC 2 as a competitive signal.**

Distances above are calculated from the Baltimore city centroid to each verified business address.

Three findings, and the first one reframes everything

Intellicomp is ranking #2 from nearly nine miles outside the city. Every provider ahead of it sits within roughly one mile of the centre. Proximity cannot be optimized away. This is a profile performing **above** what its location predicts, which means real headroom once the controllable factors are fixed.

Intellicomp has the most reviews and the lowest rating in the pack. Forty-seven against Metro Tech's twelve and DP Solutions' eighteen, yet 4.9 against their 5.0. A single one-star review from January 2026, **still unanswered**, is the visible difference. Its subject is unreturned support calls. **An unanswered complaint about not returning calls is the worst possible advertisement for an IT support firm.**

Review volume is not the moat it appears to be. Reliable Technology Services holds 124 reviews and TeamLogic IT holds 61. Within the metro, 47 is respectable rather than commanding, and both of those firms are accumulating reviews faster.

The most instructive competitor is the smallest one

Metro Tech Group outranks Intellicomp with a fraction of its resources: roughly one to ten staff, founded 2008. Its homepage title is simply “**Metro Tech Group**”, with no keywords at all. It publishes **zero** templated city pages.

It ranks **#1 anyway**. This is the clearest available proof that the map pack and organic search are separate systems. Metro Tech wins on proximity, a perfect rating, and engagement, **not on the strength of its website. No volume of duplicate city pages will change that ranking**, which is precisely why Intellicomp’s 24 pages are not merely useless but actively harmful.

The market leader does less, better

DP Solutions has operated for over fifty years and carries third-party recognition from CRN, Channel Futures, and The Daily Record.

Its local content strategy is the exact inverse of Intellicomp’s. **DP Solutions maintains roughly one substantive Baltimore page and one Maryland page**, each written for that geography. **Intellicomp maintains 24 templated city pages that are 98.8% to 100% identical**, plus seven competing Baltimore variants.

The provider with the strongest local visibility publishes the fewest local pages. That is the finding, and it is not a coincidence.

DP Solutions’ title tag reads “Managed IT Services & Solutions | Maryland IT Support Experts” - keyword-led, regionally scoped, and defensible. Intellicomp’s reads “#1 Rated IT Services Company In The United States”, which is none of those things.

Competitive gap matrix

Dimension	Intellicomp	Metro Tech	DP Solutions	Gap type
Map pack, primary term	#2	#1	Present	Proximity (not fixable)
Google rating	4.9	5.0	5.0	Reputation gap
Review count	47	12	18	Intellicomp leads
Review velocity	~1 / month	Steady, recent	Steady, recent	Freshness gap
Review reply rate	53%	Responsive	Responsive	Engagement gap

Dimension	Intellicomp	Metro Tech	DP Solutions	Gap type
Questions answered	0	Present	Present	AEO gap
FAQ content on site	None	Dedicated section	Dedicated section	AEO gap
SOC 2 published	In progress	None	None	Differentiator once earned
Local city pages	24, duplicated	0	About 2, substantive	Quality gap
Third-party awards	Not evident	Limited	CRN, Channel Futures	Authority gap
Named case studies	Not evident	Gated guides	Published	Trust gap
Directory presence	8 of 34	Limited	Extensive	Citation gap
Homepage title claim	Unsubstantiated superlative	Brand only	Keyword-led, regional	Positioning gap
Backlink integrity	Contaminated	Clean	Clean	Critical liability

Where Intellicomp is genuinely stronger, and it is being wasted

Review volume. Forty-seven reviews is four times Metro Tech's count. That cannot be bought quickly.

Demonstrated vertical depth. Intellicomp's public reviews describe multi-year engagements in nursing home management, education, and healthcare-adjacent operations, including one client relationship exceeding ten years. **Neither pack rival shows comparable vertical specificity.** This is the most valuable and least exploited asset in the entire audit. Vertical authority is exactly what AI systems and B2B buyers both reward and **none of it currently appears as structured content on the website.**

Tenure and retention. Reviews reference relationships lasting over a decade. **That is a case-study library sitting unwritten.**

A SOC 2 attestation in progress. **Once earned, it is the single hardest asset in this list for a competitor to copy,** the Type II observation window alone takes six to twelve months. Paired with the healthcare and education tenure above, it is a coherent, defensible market position.

Competitor vulnerabilities worth noting

Metro Tech Group ranks first on proximity and a perfect rating built on only **twelve** reviews. A single unfavourable review would move that rating measurably. Its position is less stable than it looks.

DP Solutions publishes two different Baltimore addresses across its listings, one on Ostend Street, one on International Drive. That is the same entity-consistency defect flagged against Intellicomp in Section 7.

ComputerSupport.com appears in the “it support baltimore” pack with **no rating and no reviews at all**, on a downtown address. It ranks on proximity and category alone. **A well-reviewed provider should be able to displace it, and Intellicomp’s 47 reviews are exactly the asset for that job.**

What this means competitively

Intellicomp is not losing to superior competitors. It is losing to closer ones, to fresher ones, and to itself.

The gaps that can be closed, reputation, freshness, engagement, the answer-engine gap, and the compliance-credential gap, are each inexpensive and entirely within Intellicomp’s control. The gap that cannot be closed, proximity, is already being outperformed.

9. Prioritized Action Plan

Ordered by **impact × certainty ÷ effort**, not by severity. Five of the six immediate actions cost almost nothing and do not touch the website.

Immediate: Week one

#	Action	Effort	Why it comes first
1	STOP publishing the templated city pages	Zero	Every new page deepens the hole. Costs nothing to stop.
2	Fix the phone-number mismatch	1 hour	Highest impact per hour in the audit. Strengthens the channel that works.
3	Reply to the January 2026 one-star review	1 hour	An unanswered “they don’t return calls” review, on an IT support firm.
4	Identify the SEO vendor engaged since Jan 2025	1 email	Determines whether the link cleanup is also a contract problem.
5	Connect Search Console and Analytics	1 hour	Day one of engagement. Adds query-level precision and enables the disavow filing.
6	Unpublish the “welcome-draft” page	1 hour	A draft is publicly live and in the sitemap.

Stabilize - weeks two to six

- **Launch a review generation campaign. DON'T JUST BUY.** Target 4–8 per month. This is what moves #2 to #1.
- **Reply to every review**, then hold a 100% reply rate.
- **Seed and answer profile questions.** Currently zero.
- **Decide on the keyword-stuffed profile name.** Guideline violation and suspension risk versus possible ranking loss. A business decision, made with full information.
- **Full backlink audit and disavow filing.**
- **Consolidate the 24 duplicate city pages.**
- **Resolve the seven-way Baltimore and four-way Towson cannibalisation.**
- **Rewrite the homepage title.** Drop the “#1 in the United States” claim in favour of a defensible regional one.

Rebuild - months 2 to 4

- **Write the case studies that already exist in the reviews.** Ten-year nursing-home and education engagements, currently invisible on the website. The single largest untapped asset.
- **Publish the SOC 2 Type II attestation the moment it is earned**, on a dedicated public trust page, and add it to the homepage, the cybersecurity page, and every directory profile. No firm in the current map pack can answer it.
- **Build an answer layer:** FAQ schema, Service schema, direct-answer headings.
- **Consolidate the ~12-domain footprint** into one authoritative entity.
- **Get listed on Clutch, UpCity, G2, and Capterra**, where B2B IT buyers and AI models both look.
- **Blog content audit** across all 164 posts: keep, merge, or noindex the off-topic ones.
- **Run a full citation audit and a geogrid scan** to map exactly where the map-pack ranking holds and where it decays.

Measure and compound, ongoing

- Establish a **conversion baseline** across Analytics, Search Console, and call tracking.
- Track rankings on **commercial local terms**, not vanity informational ones.
- Re-measure **AI citations** quarterly.
- Re-check **competitor SOC 2 claims** each quarter. Atruent already leads with it; others will follow.

10. What We Established, and How

Every claim in this document is traceable to a measurement. This table states which method produced which finding, so any of it can be checked.

Confidence	Finding
VERIFIED	24 pages are 2 templates at 98.8%–100% similarity. Measured by five-word-sequence analysis. Reproducible today.
VERIFIED	Duplicate publishing is ongoing. Most recent page: 9 June 2026, from the site's own publishing timestamps.
VERIFIED	The backlink profile is contaminated. A Telegram link-seller advertisement appears inside the anchor text.
VERIFIED	Intellicomp ranks #2 in the map pack for “managed it services baltimore”. Non-personalised query.
VERIFIED	The Google phone number does not match the website phone number.
VERIFIED	Zero questions answered. 53% review reply rate. One-star review from January 2026, unanswered.
VERIFIED	Google is not blocked. Googlebot and Bingbot both receive HTTP 200; robots.txt disallows nothing.
VERIFIED	No provider in Intellicomp's map-pack set publishes a SOC 2 claim. Atruent, in the wider metro, does. Checked 9 July 2026 across homepages, compliance pages, certification pages, and sitemaps.
VERIFIED	A Google Business Profile post was published on 6 July 2026, corroborated by a blog post of the same date.
MEASURED	Organic visibility fell approximately 96%. Corroborated independently by ranking pages falling 64 → 14.
MEASURED	The decline began March 2025, not September 2025. Traffic fell in every intervening month.
ASSESSED	Off-topic content dilution and purchased links are the two principal contributors. Both are directly observable and both are reversible.
NOT ESTABLISHABLE	Any competitor's actual SOC 2 status. No public registry exists for SOC 2, for any company, checked by anyone. The verification protocol in Section 8 is the only authoritative route.

The engagement in one paragraph

IN ONE PARAGRAPH

Intellicomp's Google Maps listing is ranking #2 from nine miles outside the city, and it is doing real work. The website's search traffic collapsed because of duplicate pages and a contaminated backlink profile and the duplicate pages are still being published today. Both causes are visible, measurable, and reversible. The profitable half of the business can be strengthened within a week, and most of that work costs nothing. The SOC 2 attestation already underway is the strongest positioning asset in this document: not one firm currently outranking Intellicomp in the map pack can answer it.

Report generated 11 July 2026. Crawl of 943 URLs via Screaming Frog v24.3. Backlink, ranking, and AI-citation data via Ahrefs API v3. Google Business Profile and map-pack data via LocalSEOData. Content similarity computed via five-word-sequence (5-gram Jaccard) analysis. Competitor SOC 2 positions established by direct inspection of each provider's public web properties on 11 July 2026.