

How to **Scale** Your SEO Agency To **Eight Figures**







**Success is Measured
By How Much Money
You Have**

Success is Measured
By How Much ~~Money~~
You Have

Success is Measured
By How Much **Time**
You Have

Money

Time

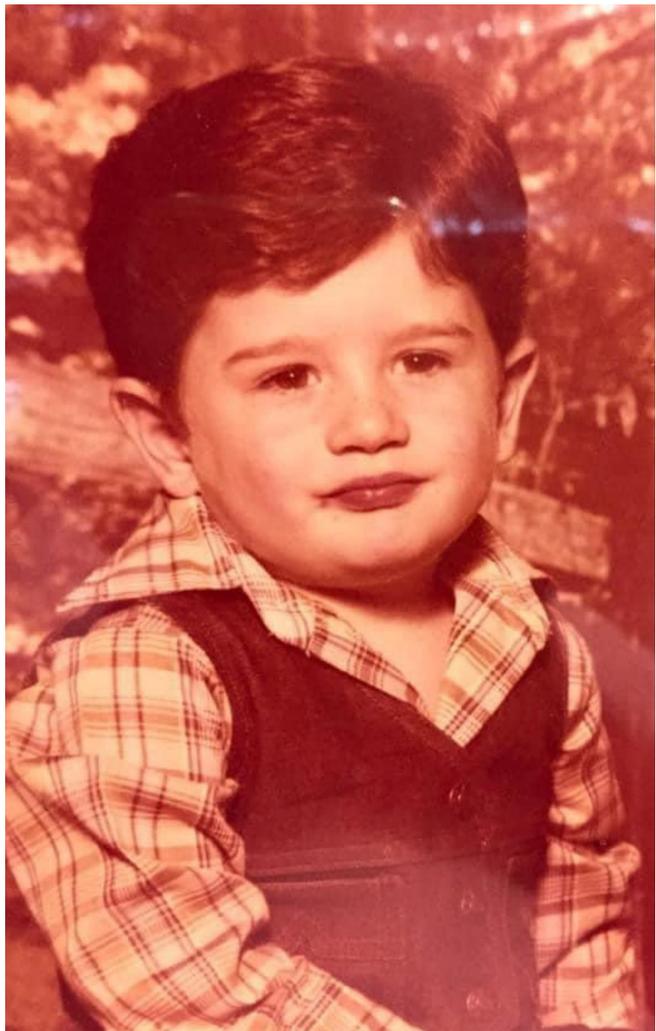
**We Trade Our Time
To Make More Money**

**We Trade Our Money
To Make More Time**

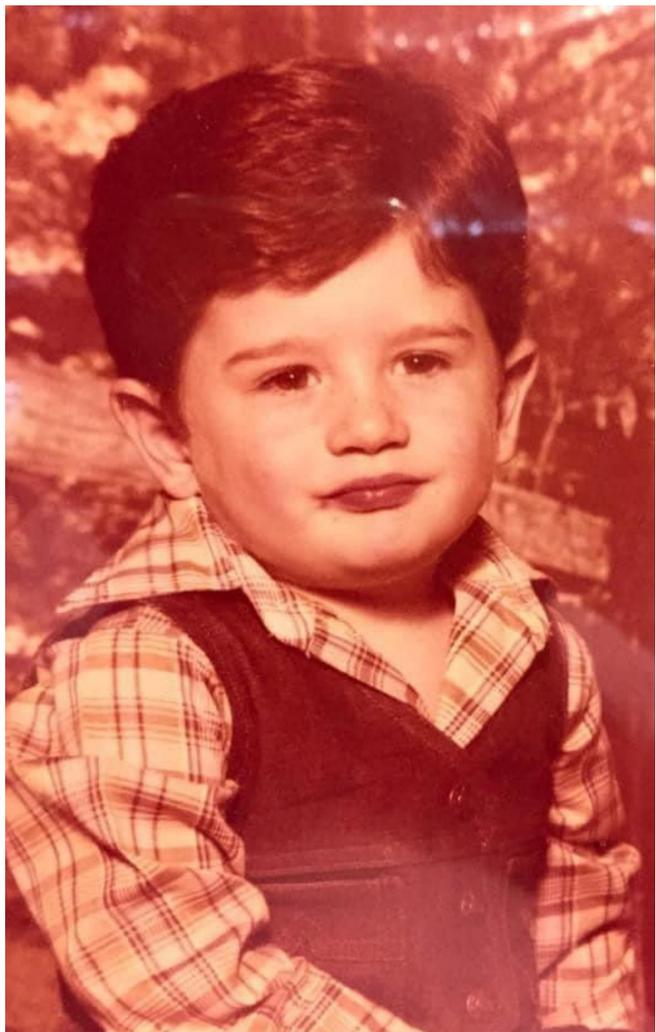
Who is Jason Hennessey



Why **Trust** Me?







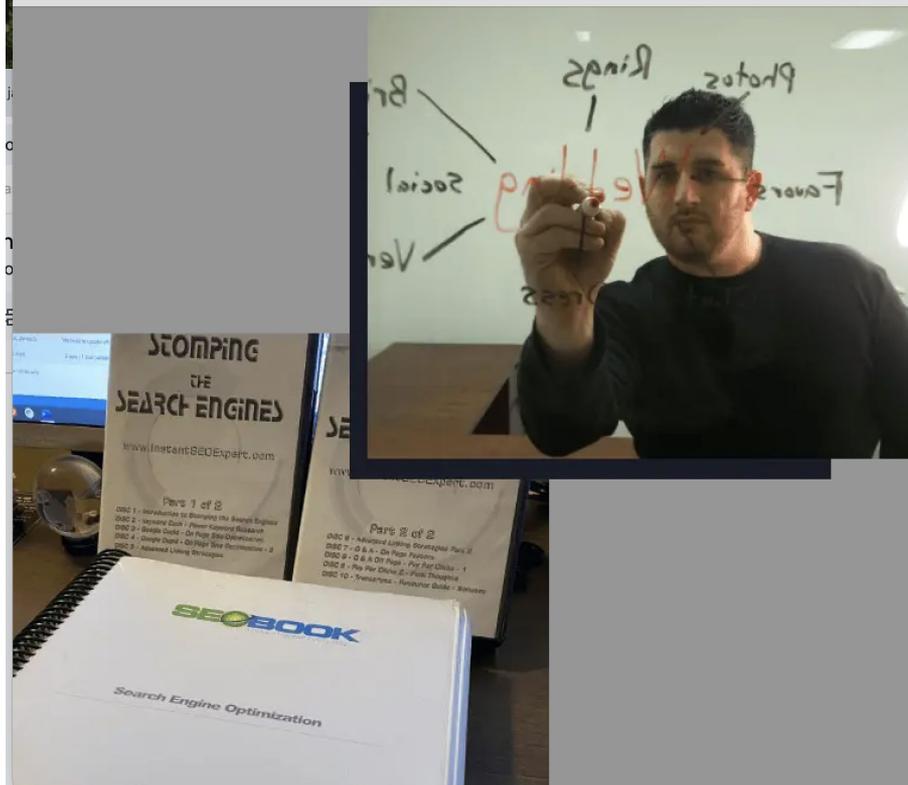
1996



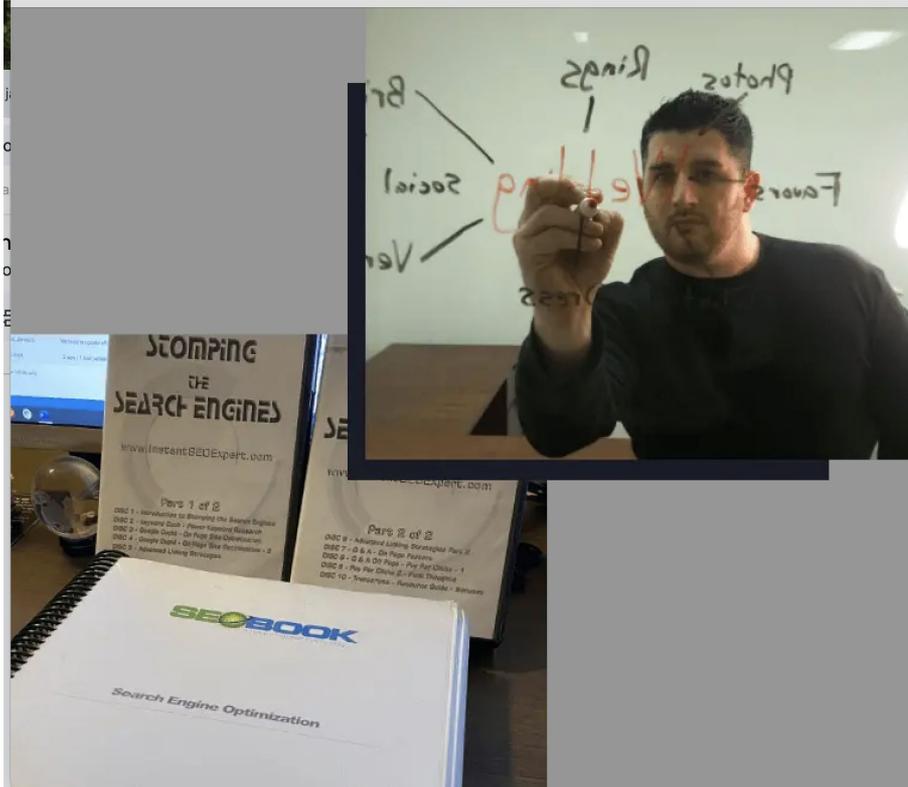
2000



2001

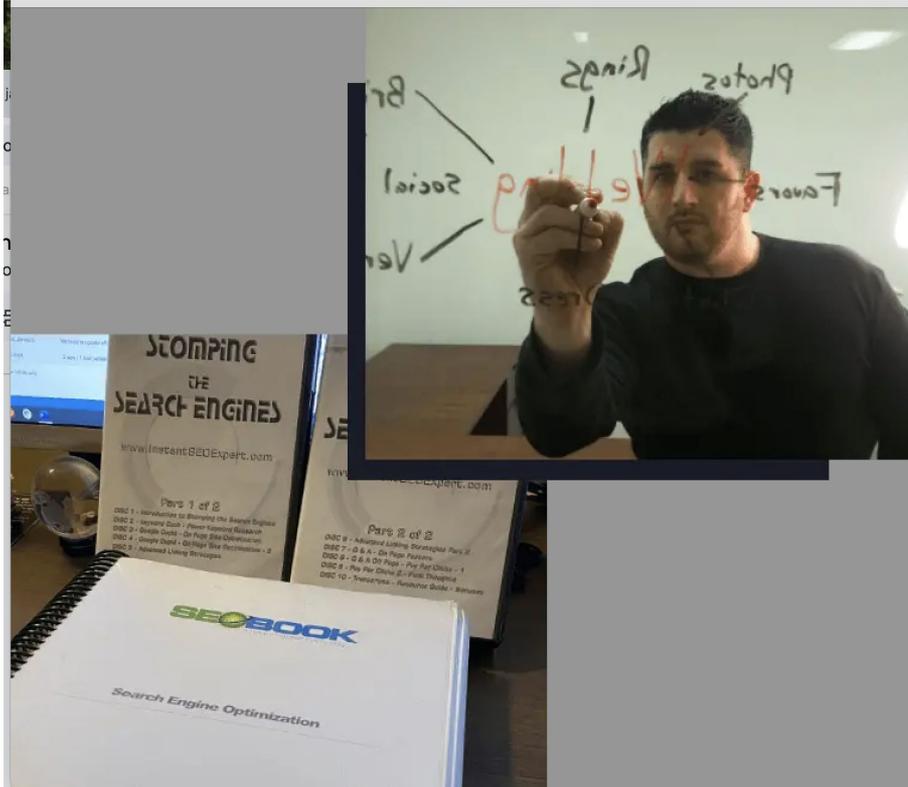


2001



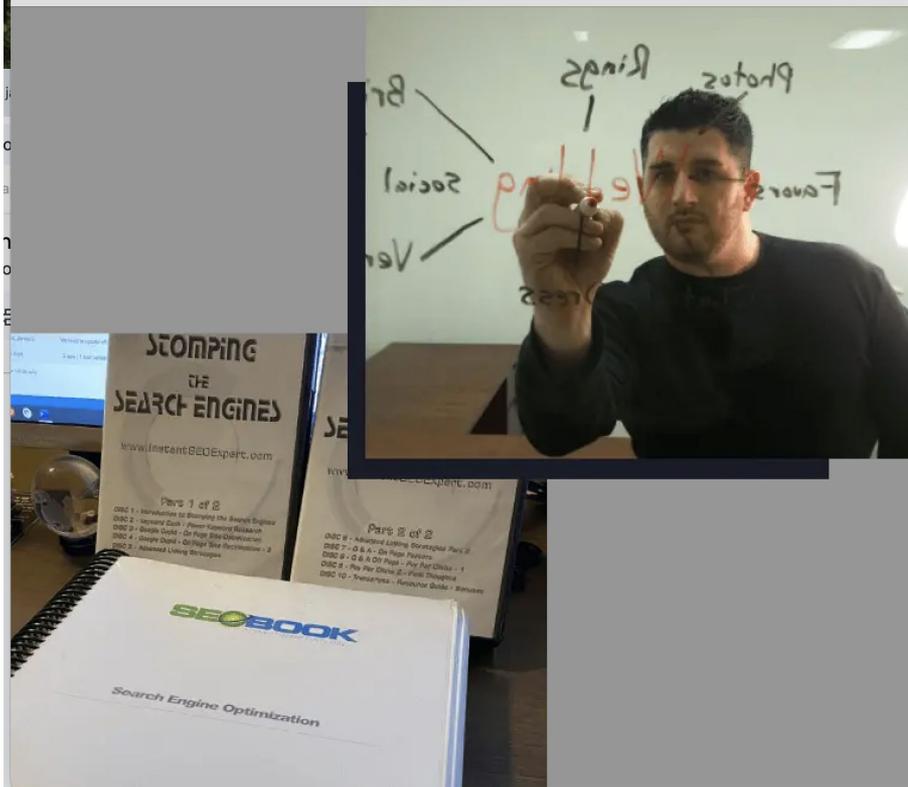
- Need
-

2001



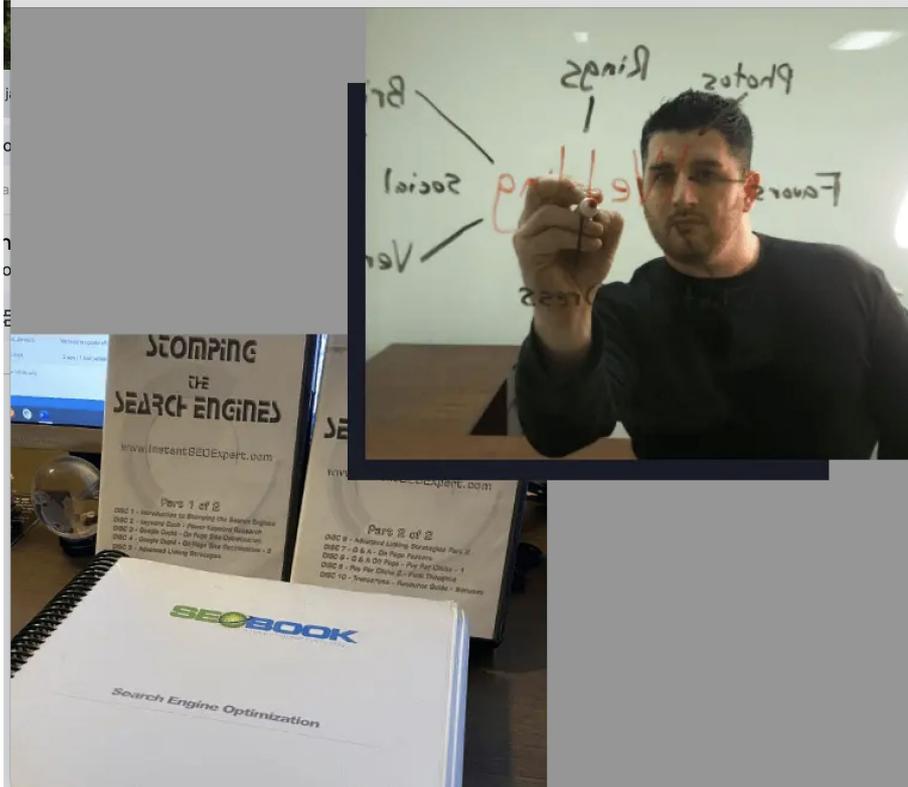
- Need
- Interest

2001



- Need
- Interest
- Passion

2001



- Need
- Interest
- Passion
- Obsession

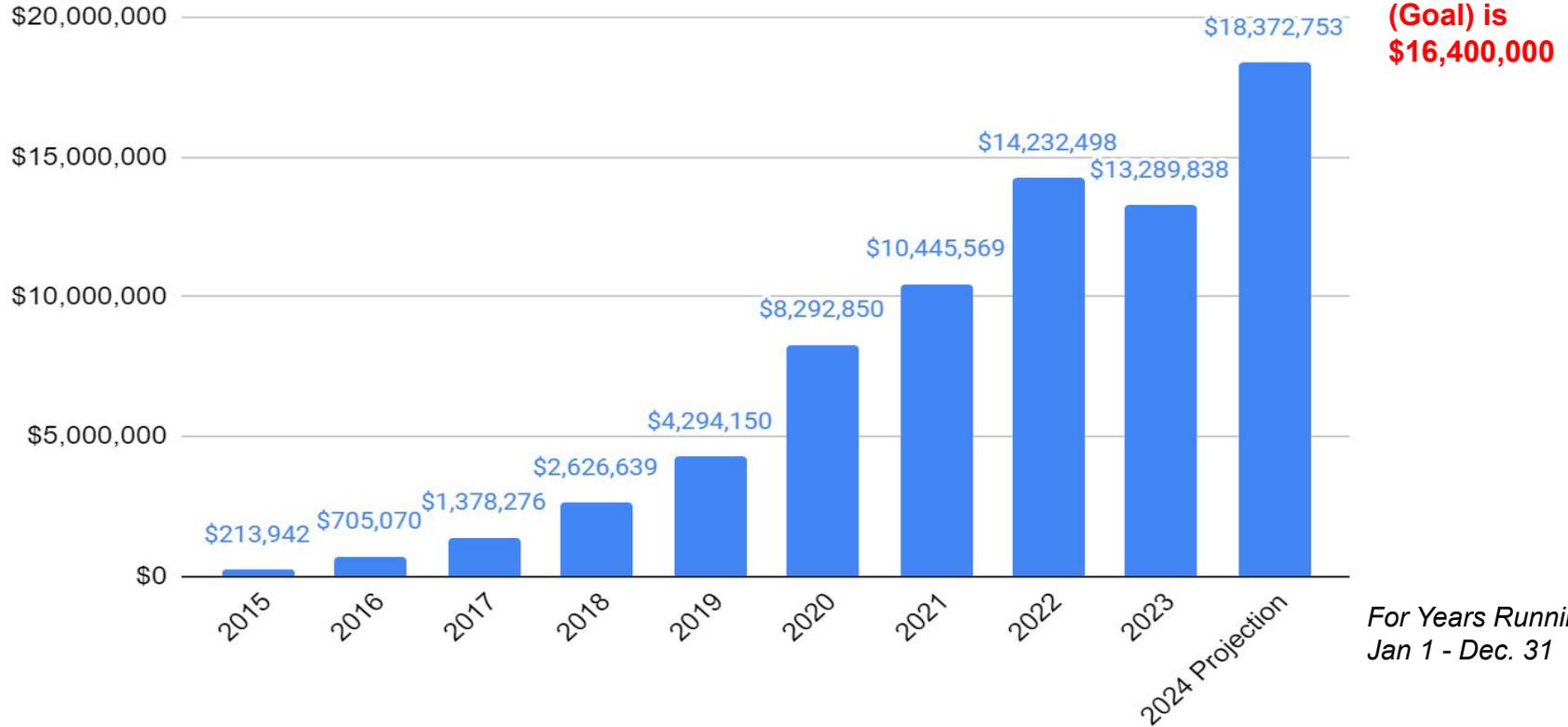


Fast Forward to
2024

- **\$1,750,000** in Gross Revenue (September 2024)
- 2 Sales Staff who have a **\$60,000** Monthly Sale Target
- **24%** Net Margin
- **\$420,000** In Profit in September 2024
- **\$4.8M** EBIDTA (Projected 2024)
- Trading at **8-11X** EBIDTA
- Value of Hennessy Digital **\$38M - \$53M**



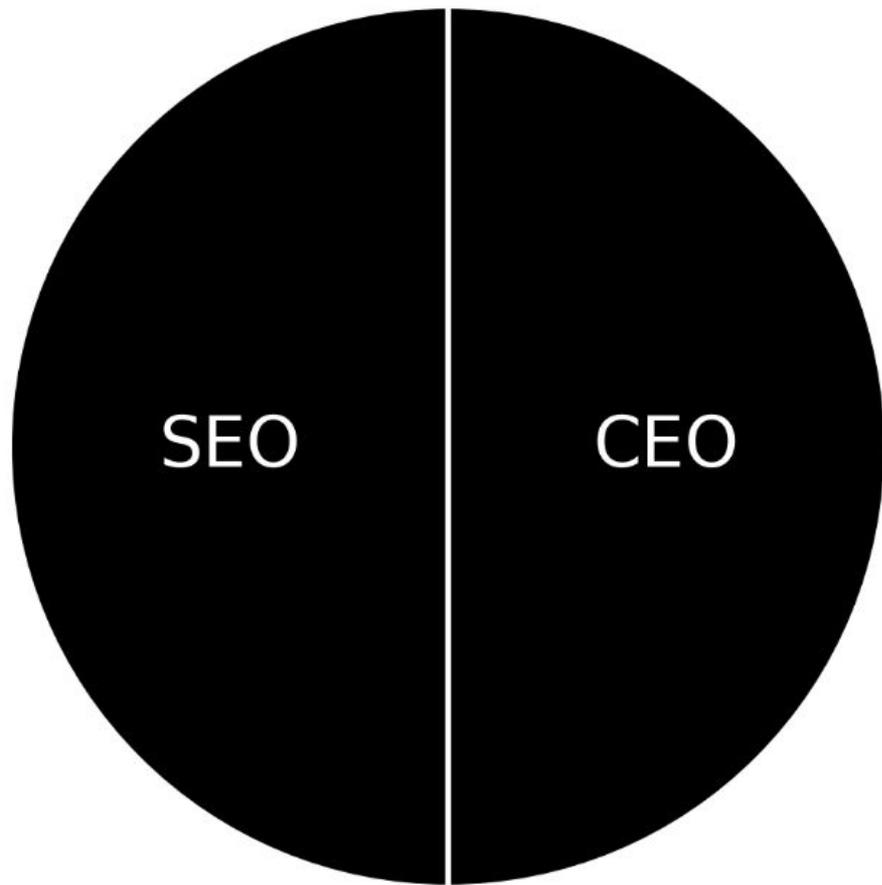
Revenue Growth Since 2015



What's the formula for
making a lot of **money**
while having a lot of
time?



SEO



SEO

CEO



CEO

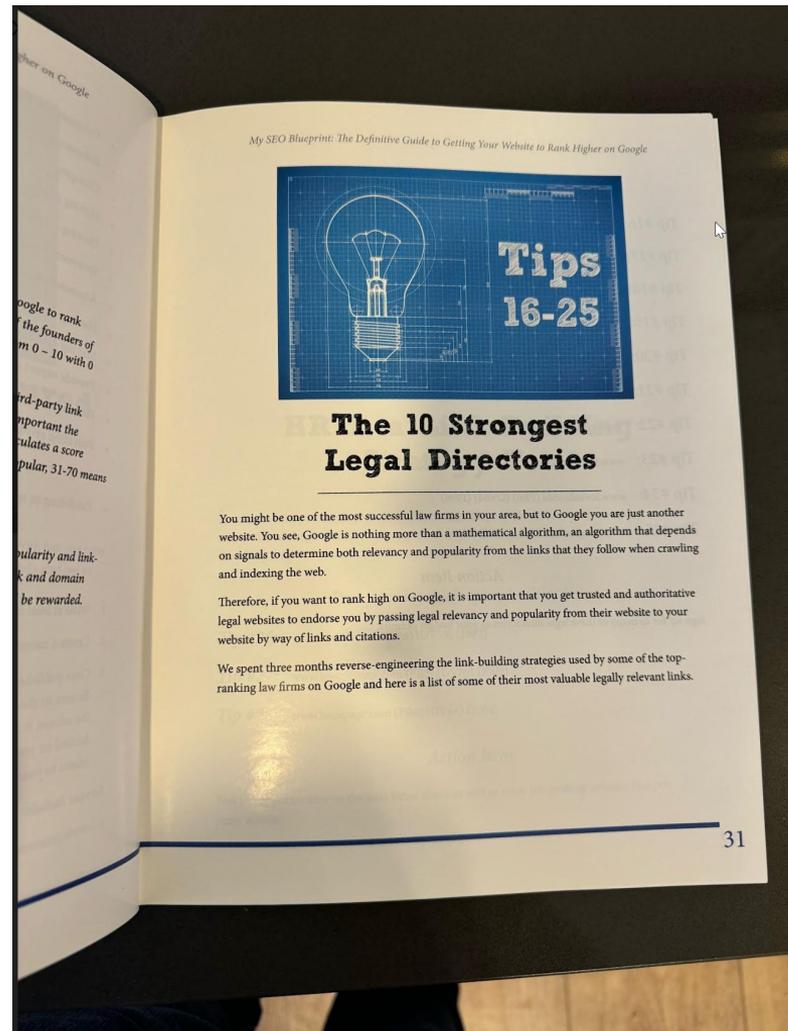
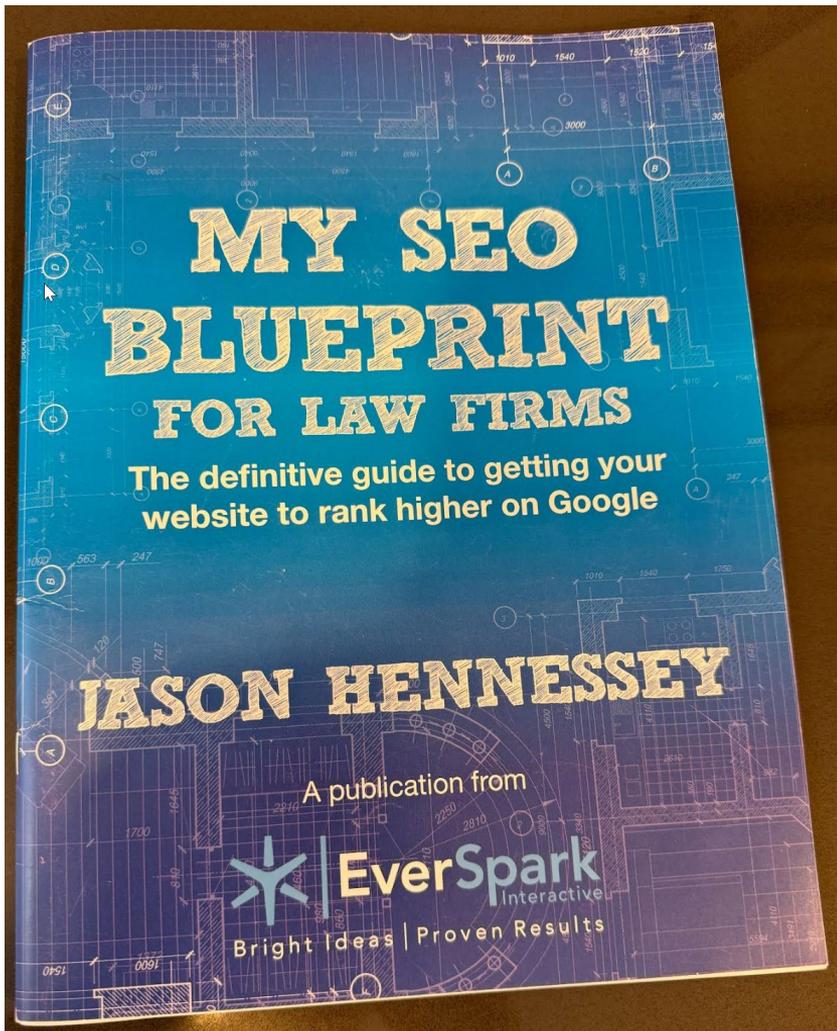
Who In Our Industry
Has Mastered This?





Getting To Your
First Million In
Revenue

1. Secure Your **First Client**



Results for Atlanta, GA · Choose area

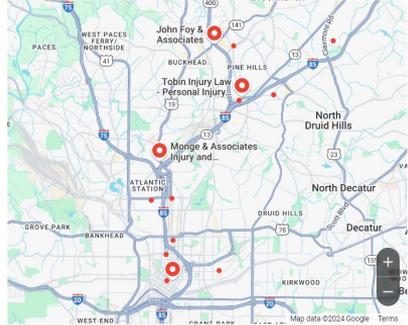
Businesses

Tobin Injury Law - Personal Injury Lawye...
 5.0 ★★★★★ (234) Personal injury attorney
 10+ years in business · 49B Lenox Pointe NE - (404) ...
 Open 24 hours
 Online appointments
 Website Directions

Spaulding Injury Law: Atlanta Personal I...
 5.0 ★★★★★ (102) Personal injury attorney
 10+ years in business · 50 Hurt Plaza SE #1536 - (77...
 Open 24 hours
 Onsite services · Online appointments
 Website Directions

John Foy & Associates
 You manage this Business Profile
 4.5 ★★★★★ (3.7K) Personal injury attorney
 20+ years in business · 3343 Peachtree Rd NE #3350 ...
 Open 24 hours
 Saved in Favorites
 Website Directions

More businesses →



John Foy & Associates
<https://www.johnfoy.com>

1 Atlanta Personal Injury Lawyer | No Fee Unless We Win
 For over 25 years, John Foy and Associates has fought for injured families in Atlanta. We're honored to serve the Atlanta community in and out of the courtroom.



DOMAIN	DR	AR	RP	RD	KW	ST	PAGE	UR	RP	RD	KW	ST	Words
58	356.4K	23.8K	2.8K	77K	185.3K	30	14.3K	848	929	20.4K	4.1K	569Ks	

Atlanta Personal Injury Law Group
<https://atinjurylawgroup.com>

2 Atlanta Personal Injury Lawyer | 5-Star Rated GA Firm
 At Atlanta Personal Injury Law Group – Gore LLC, we represent victims of negligence and serious accidents that we believe deserve compensation for their ...
 Contact · About Us · Alpharetta Child Injury Lawyer · Atlanta Slip and Fall Lawyer



DOMAIN	DR	AR	RP	RD	KW	ST	PAGE	UR	RP	RD	KW	ST	Words
34	3M	4.2K	665	5K	17.9K	23	3.4K	314	947	16.2K	5.1K	464.7Ks	

Tobin Injury Law
<https://www.tobinjurylaw.com>

3 Atlanta Personal Injury Lawyer | 5-Star Rated Atlanta Injury ...
 The Atlanta Personal Injury Attorneys at Tobin Injury Law are a team of skilled and compassionate lawyers that handle car accidents, wrongful death, ...



DOMAIN	DR	AR	RP	RD	KW	ST	PAGE	UR	RP	RD	KW	ST	Words

Ahrefs + Save URLs Export CSV

Keywords ideas People also ask Copy

- top 10 personal injury lawyers in atlanta
- black personal injury lawyer atlanta
- best personal injury lawyer atlanta
- personal injury lawyer atlanta free consultation
- georgia personal injury lawyer
- atlanta personal injury law group reviews
- personal injury lawyer salary atlanta
- atlanta personal injury law group – gore

Try this search on Yep

1. Secure Your **First Client**
2. Turn That Client into a **Case Study**

1. Secure Your **First Client**
2. Turn That Client into a **Case Study**
3. Use the Case Study to Attract **More Clients**

1st Call

60 Minute Introductory Call

"I'm not here to sell you anything; my goal is to **educate** and **empower** you to make the best decision for your firm."

1st Call

60 Minute Introductory Call

2nd Call

15 Minute Proposal Review

\$8,500

\$8,500

\$12,500

\$8,500

\$12,500

\$17,500

\$8,500

\$12,500

\$17,500

\$12,500

\$8,500

\$12,500

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\$22,500

\$8,500

\$12,500

\$17,500

\$12,500

\$17,500

\$22,500

\$17,500

\$22,500

\$29,500

1. Secure Your **First Client**
2. Turn That Client into a **Case Study**
3. Use the Case Study to Attract **More Clients**
4. Reinvest Profits into **Building Your Team**

1. Secure Your **First Client**
2. Turn That Client into a **Case Study**
3. Use the Case Study to Attract **More Clients**
4. Reinvest Profits into **Building Your Team**
5. Create **Systems & Processes** to Scale

Road to \$1,000,000

Road to \$1,000,000

- Average Client **\$12,500** per month

Road to \$1,000,000

- Average Client **\$12,500 per month**
- $\$1,000,000 / \$12,500 / 12 = 7 \text{ Clients}$

Road to \$1,000,000

- Average Client **\$12,500 per month**
- $\$1,000,000 / \$12,500 / 12 = 7$ **Clients**
- $\$12,500 \times 7 =$ **\$87,500 per month**

Road to \$1,000,000

- Average Client **\$12,500 per month**
- $\$1,000,000 / \$12,500 / 12 = 7$ **Clients**
- $\$12,500 \times 7 =$ **\$87,500 per month**
- $\$87,500 \times 12 =$ **\$1,050,000 per year**

Road to \$1,000,000

- Average Client \$8,500 per month

Road to \$1,000,000

- Average Client \$8,500 per month
- $\$1,000,000 / \$8,500 / 12 = \mathbf{10 \text{ Clients}}$

Road to \$1,000,000

- Average Client \$8,500 per month
- $\$1,000,000 / \$8,500 / 12 = \mathbf{10 \text{ Clients}}$
- Average Client \$5,000 per month

Road to \$1,000,000

- Average Client \$8,500 per month
- $\$1,000,000 / \$8,500 / 12 = \mathbf{10 \text{ Clients}}$

- Average Client \$5,000 per month
- $\$1,000,000 / \$5,000 / 12 = \mathbf{17 \text{ Clients}}$

Road to \$1,000,000

- Average Client \$8,500 per month
- $\$1,000,000 / \$8,500 / 12 = \mathbf{10 \text{ Clients}}$

- Average Client \$5,000 per month
- $\$1,000,000 / \$5,000 / 12 = \mathbf{17 \text{ Clients}}$

- Average Client \$2,000 per month

Road to \$1,000,000

- Average Client \$8,500 per month
- $\$1,000,000 / \$8,500 / 12 = \mathbf{10 \text{ Clients}}$

- Average Client \$5,000 per month
- $\$1,000,000 / \$5,000 / 12 = \mathbf{17 \text{ Clients}}$

- Average Client \$2,000 per month
- $\$1,000,000 / \$2,000 / 12 = \mathbf{42 \text{ Clients}}$

Easy, Right?

Not so fast...

- **Limited resources**
- **Scaling challenges**
- **Quality vs. Growth**
- **Client acquisition and Retention**
- **No Brand recognition**
- **Wearing too many hats**









At this stage, you
can achieve
profit margins of
30-60%.

BUT

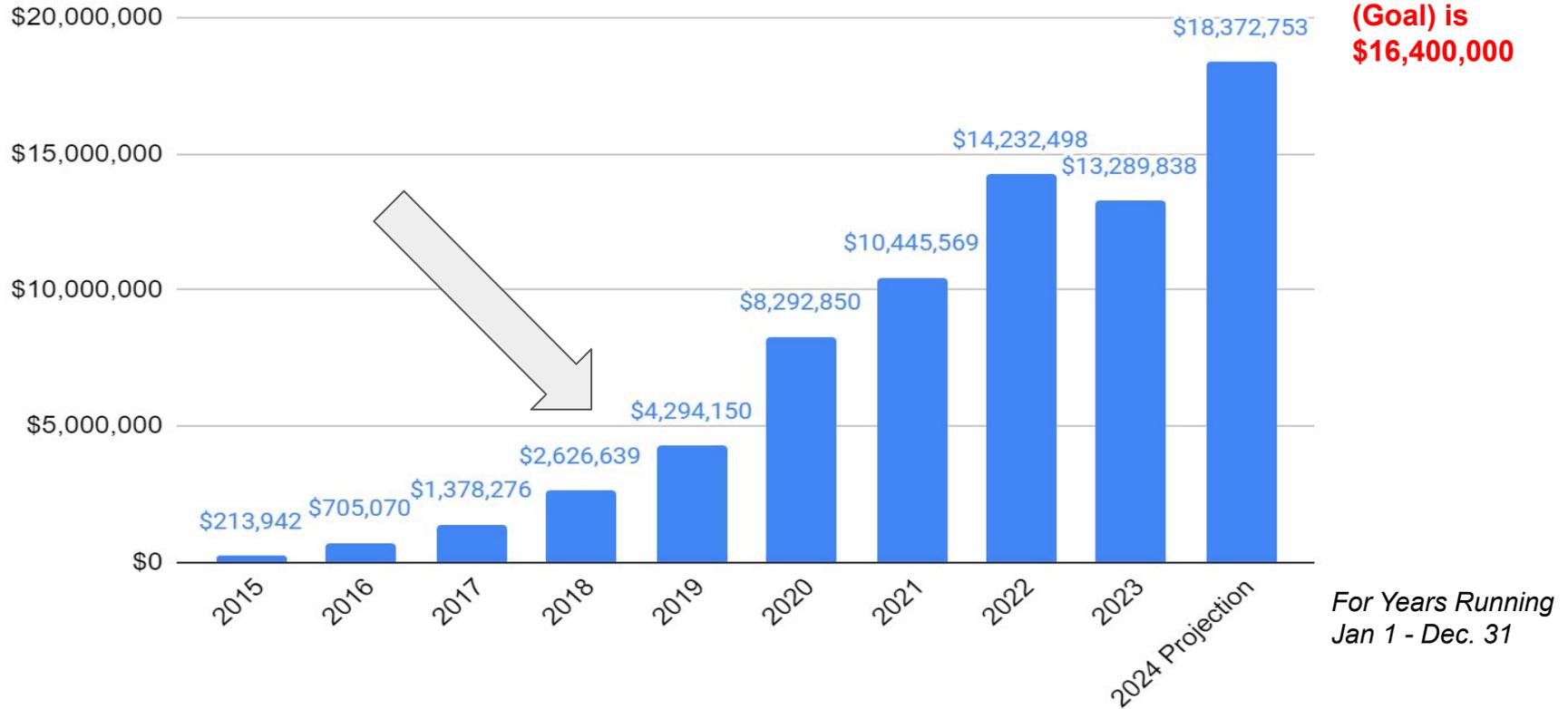
You'll feel overworked,
stressed, and have
no time.

Getting To
Five Million In
Revenue

Just keep doing what
got you to **\$1 million**,
right?

Yes & No

When I reached \$3 million in revenue



I was still working on

- Sales
- Marketing
- Account Management
- Putting out fires
- Onboarding New Clients
- Off-boarding Angry Clients
- Payroll
- Technical SEO
- Link Analysis
- Building Citations
- Putting out more fires
- Training
- Operations

When I reached \$3 million in revenue

- My profit margin was **40%**

When I reached \$3 million in revenue

- My profit margin was **40%**
- I was generating **\$1.2 million** in annual profit.

When I reached \$3 million in revenue

- My profit margin was **40%**
- I was generating **\$1.2 million** in annual profit.
- That's **\$100,000 per month**







\$450,000

I Hired a Leadership Team

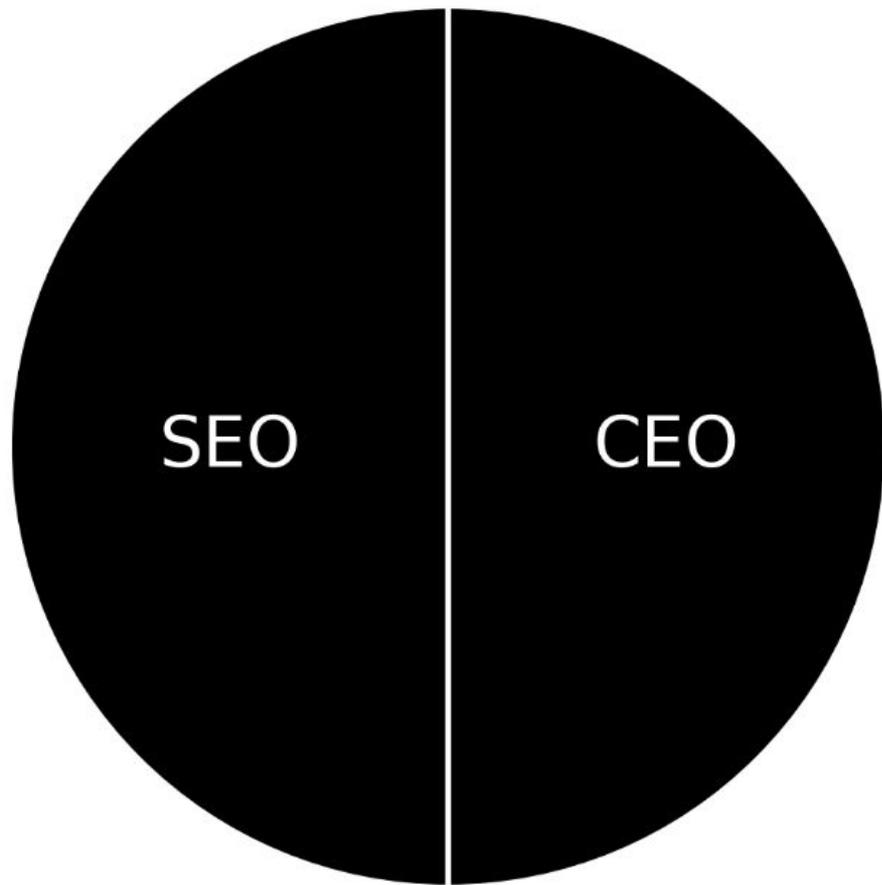


I Hired a Business Coach.



I Hired a **Executive Assistant**.

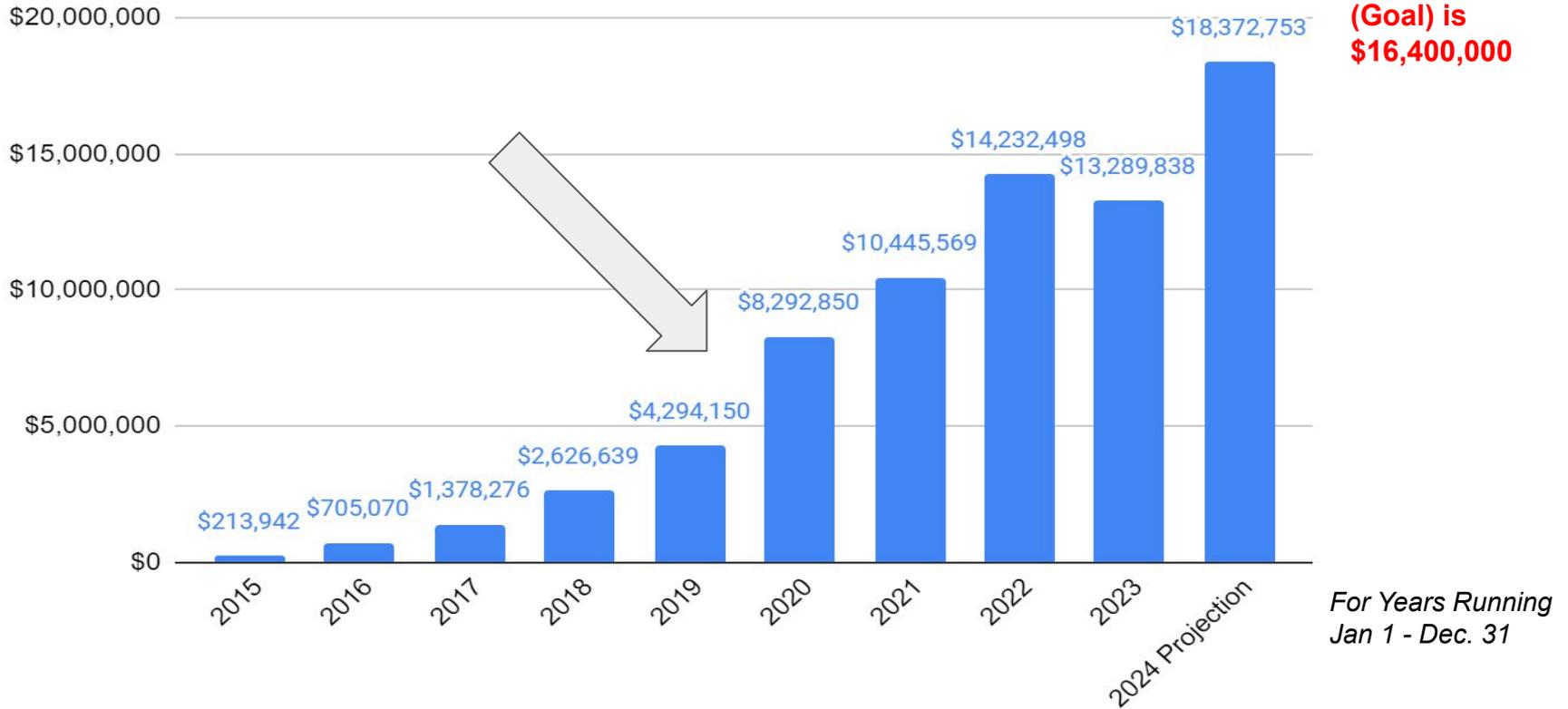




SEO

CEO

We doubled our revenue in just one year.



Dear Jason Hennessey:

Welcome to the most exclusive club in business! On behalf of all of us at Inc., I am delighted to inform you that Hennessey Consulting has earned the position of 290 on the 2019 Inc. 5000.

Each year for 37 years, Inc. has recognized the fastest-growing private companies in America, and this year's set of winners places the bar even higher indeed. Companies that made the list, on average, have grown revenue sixfold since 2015. During a stretch when the economy grew around 1%

Welcome
to the Club

#Inc5000



I Was My Number One
Constraint.

There was one issue, though:

- Our margins had dropped to **7.45%**

There was one issue, though:

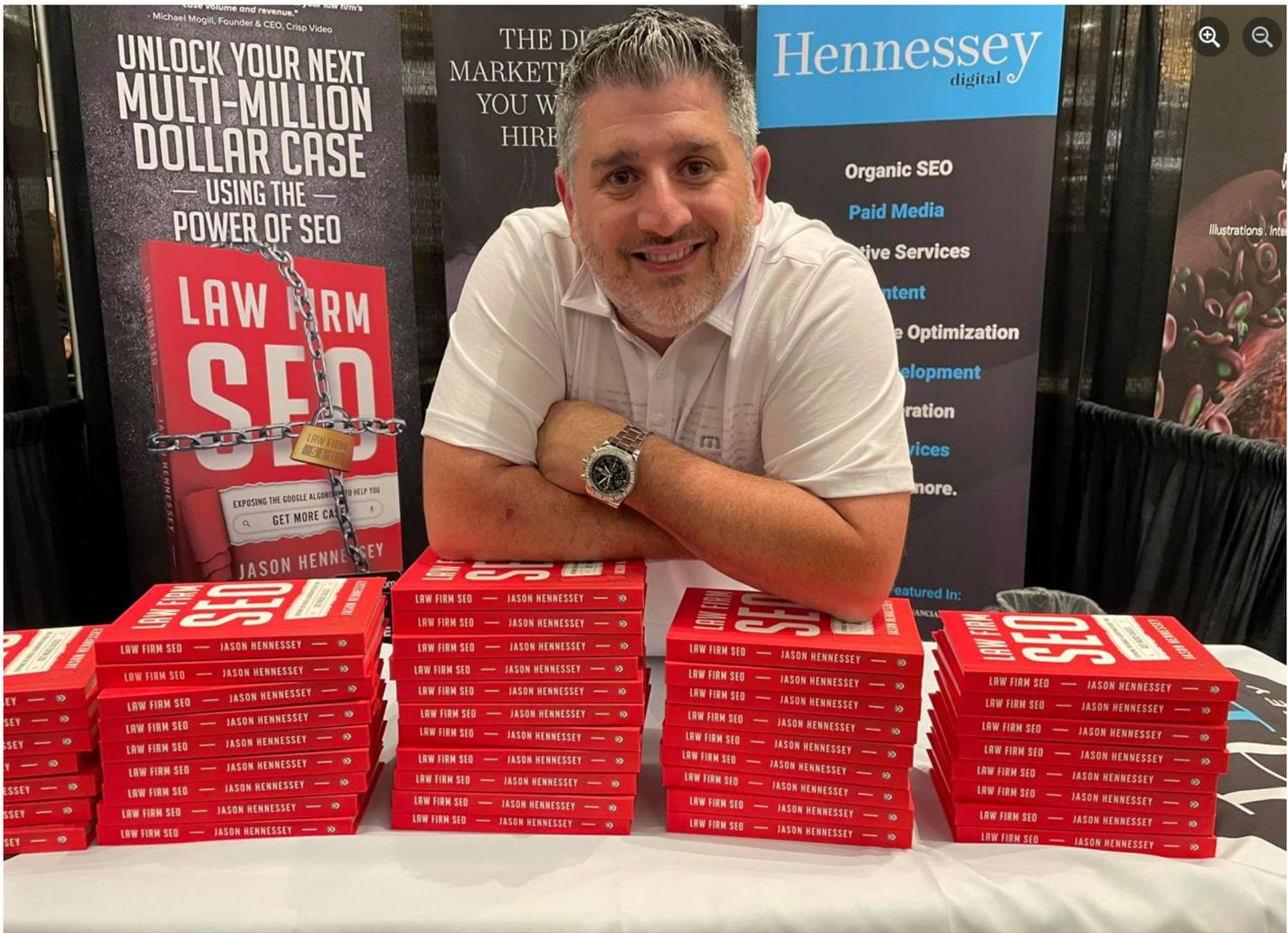
- Our margins had dropped to **7.45%**
- Our average monthly payroll was **\$502K**

There was one issue, though:

- Our margins had dropped to **7.45%**
- Our average monthly payroll was **\$502K**
- I was taking home **a lot less.**

BUT

I Had More Time



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JASON HENNESSEY

LAW FIRM SEO — JASON HENNESSEY

Hennessey digital

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Creative Services
Content
Website Optimization
Development
Integration
Services
and more.

THE DIGITAL MARKETING YOU WANT TO HIRE

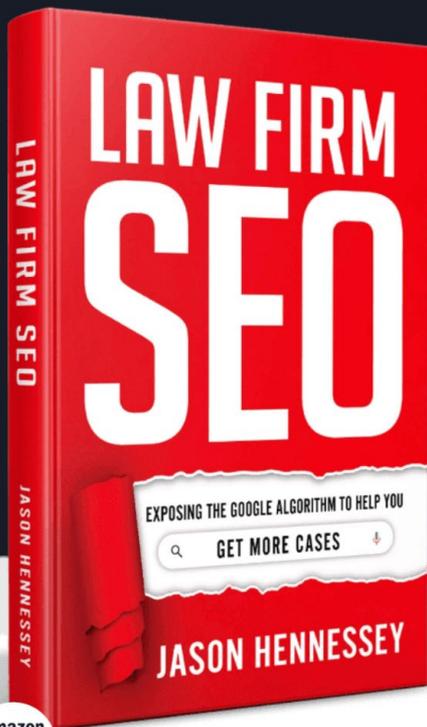


Illustrations, Int...



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Book by Jason Hennessey

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Originally published: July 14, 2021

Author: Jason Hennessey

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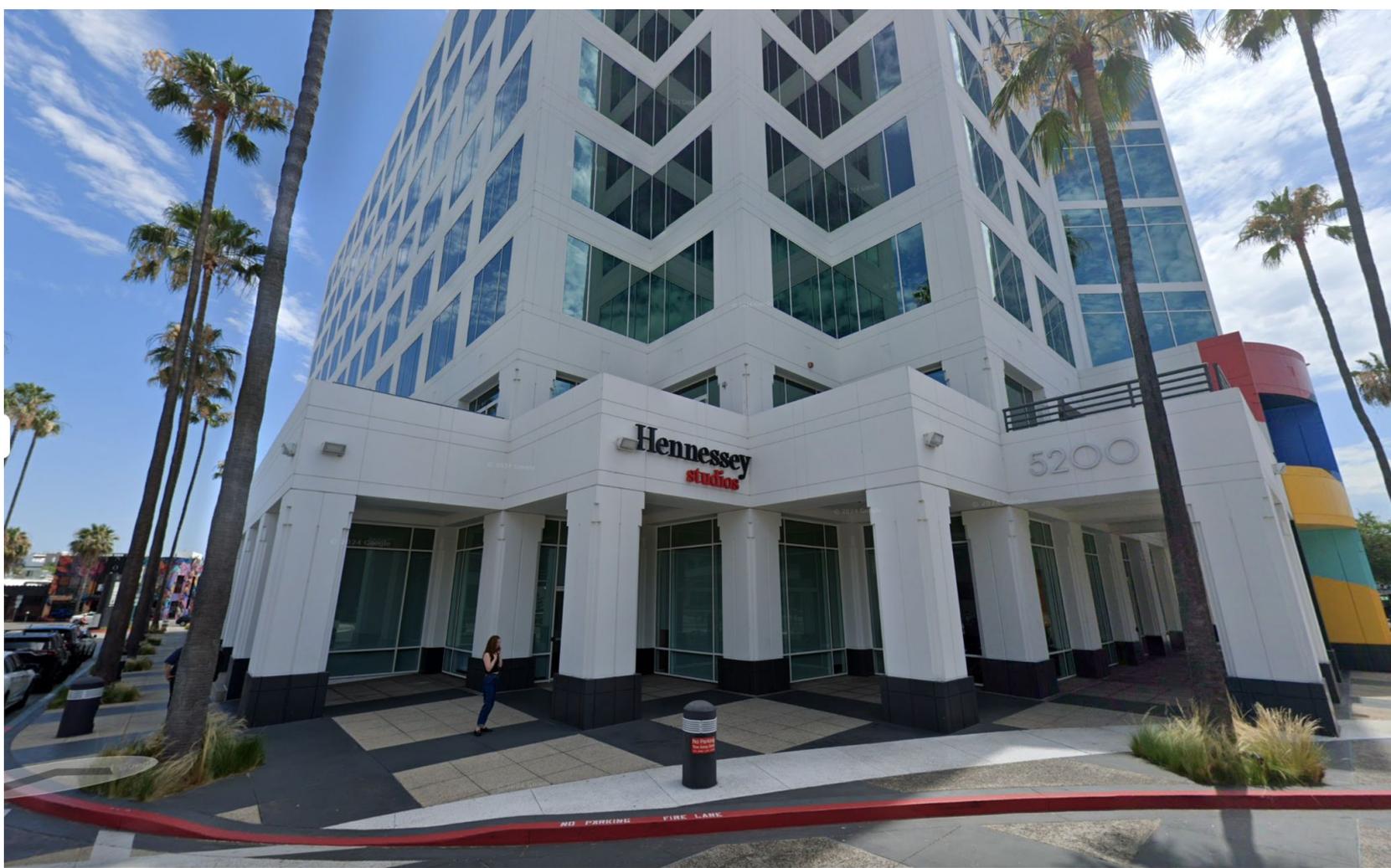
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Jason Hennessey Posting publicly.



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Hennessey
studios

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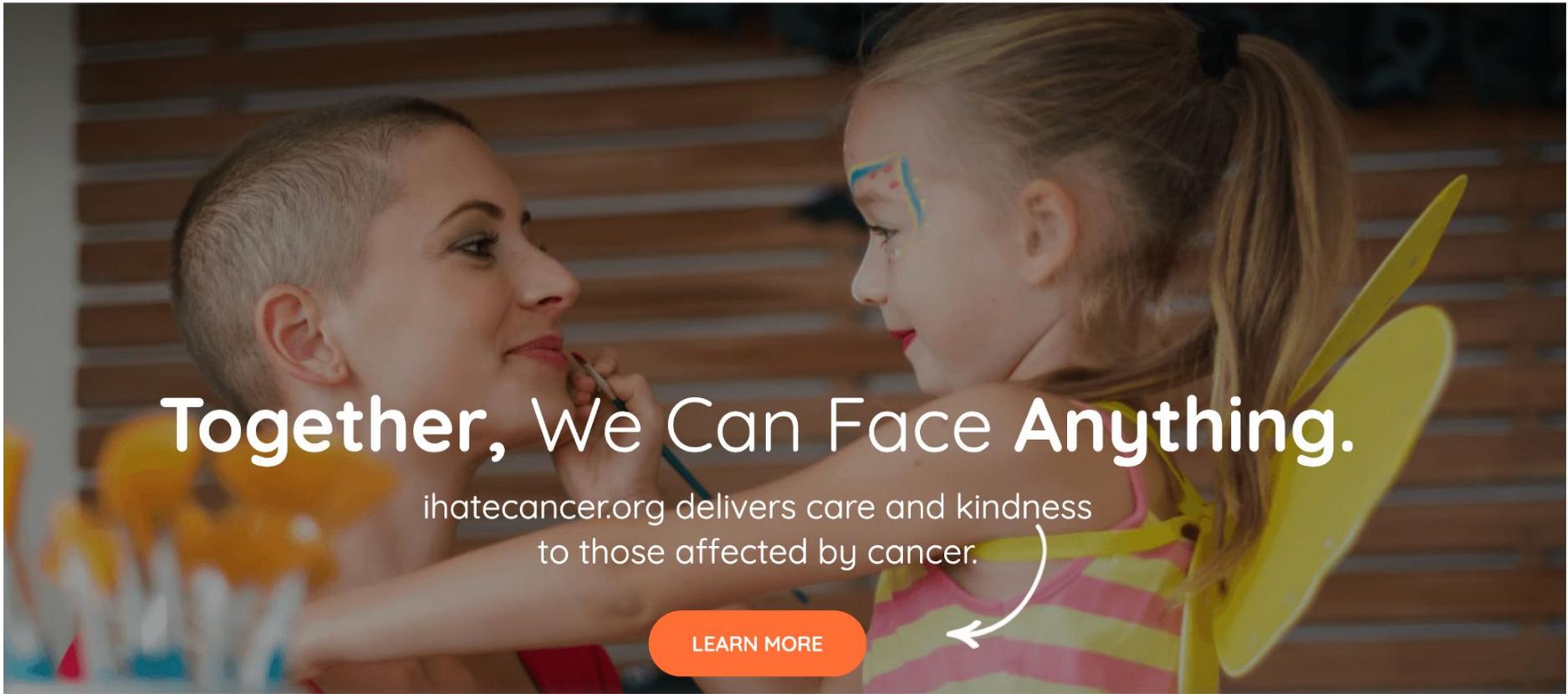
Over **\$750+ Million** recovered on behalf of our clients.

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Practice Areas



A photograph of a woman with a shaved head, smiling as she paints a young girl's face. The girl has yellow face paint around her eyes and is wearing a pink and yellow striped shirt with yellow wings. The background is a wooden wall with horizontal slats.

Together, We Can Face Anything.

ihatecancer.org delivers care and kindness
to those affected by cancer.

[LEARN MORE](#)

We often become so
focused on
productivity.

That we leave
no time for
creativity.

Why Every Entrepreneur Should Take an 8-Hour Shower Each Week: The Benefits of Creative Time

Scheduling entrepreneurial creative time is important. Take some time to stop running your business, and focus on generating new ideas.

BY [JASON HENNESSEY](#) FEB 25, 2021

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The
WALT DISNEY
Company







Abenezer Nigani
Software Engineer I



Abhishek Bittu
Senior Local SEO Specialist



Aleksandar Pesovski
Software Engineer III



Aleksandra Nikolovska
Software Engineer II



Alex Trenchard-Smith
Engineering Team Lead



Alexander Sukhovetskyi
Senior SEO Technical Specialist



Alexandra Poenaru
Link Building Specialist



Alice Pohuliai
SEO Tech Team Leader



Alisha Ways
Senior Content Strategist



Allison Soper
Senior Digital Analytics Manager



Ash Baker
SEO Project Manager



Ashley Fike
Content Writer



Blin Kazazi
Chief Technology Officer



Brandon Caballero
Director of Analytics & CRO



Braulio Acosta Martínez
aka Software Developer



Brian Mossman
Director of Sales



Brian Sintay
Content Manager



Brittany Cotton
Digital PR Analyst



Celia Daniels
Senior Content Writer



Charlie Arboleda
Software Engineer II



Cindy Kerber Spellman
Senior Director of Marketing



Clirim Kurti
Software Engineer I



Corina Curelescu
Link Building Specialist



Crystal McCane
Account Manager



Dan Kobialka
Content Writer



Daniel Johnson
Senior Content Writer



Daniel Lisangan
Content Publisher



Darlene Carlsson
Content Manager



Delaney Hicks
Content Writer



Denis Slava
Senior Technical SEO Specialist



Denis Terekhov
Software Engineer III



Denys Khodishchenko
Software Engineer IV



Dimitar Radev
Trainer of Technical SEO



Eddie Maurer
Senior Content Writer



Egzon Hasi
Director of Engineering



Elizabeth Faiko
Content Publisher



Eugene Vozbraniuk
Software Engineer II



Florentin Grigore
Link Building Team Lead



Gabriel Coronado
Software Engineer I



Gerri Turner
Content Strategist



Ghulam Nabi
Paid Media Manager



Gina Grant
Senior Accountant



Greg Herrmann
Senior Manager of Learning & Development



Hadley Appleton
SEO Content Writer



Harry Coburn
Content Writer



Isabella De La Cruz
Graphic Designer



Ivan Pasteruk
Software Engineer II



Jason Hennessey
Founder & C(S)EO



Jasper Prince
Graphic Designer



Jeneil Crooks
Senior SEO Account Manager



Jennifer Nelson
Content Writer



Jessica Rowe
Senior Director of Content



Jill Wenk
Vice President of People Success



Jimmy Russo
aka Content Editor



Justin Najar
Content Strategist



Kathryn Lundberg
Executive Administrator to Jason Hennessey



Kayla Harris
People Success Generalist



Keith Frawley
Creative Lead - Paid Media



Kristine Hyman
Senior Director of Client Services



Kurt Kennedy
SEO Account Manager



Lacy Miller
Digital PR Analyst



Landon Deforge
Senior Graphic Designer



Leeann Haywood
Senior Geographic Information Systems Analyst



Leke Cermjani
Software Engineer II



Mariana Tykha
Technical SEO Specialist



Mark Villar
Content Publisher



Martin Fernandez
Team Leader



Mary Connors
Content Writer



Mary Martinez
Content Editor



Melodee Dacanay
Marketing Administrative Assistant



Michael Cipielewski
Director of Off Page SEO



Michele Patrick
Chief Financial Officer



Myles Anderson
SEO Team Lead



Nadia Kijanka
Content Writer



Natasha Guy
Assistant Manager, SEO Support



Nikhil Sakate
SEO Team Lead



Nikka Suan
Senior Administrative Assistant



Reynald Peñola
Senior Publisher



Rinor Sahiti
Software Engineer I



Rob Coleman
Director of Business Development



Robert Chaffin
aka SEO Team Lead



Roma Macahiya
Graphic Designer



Roma Slobodian
Principal Engineer



Roman Tomishin
Publisher



Ruslan Ruban
Senior Technical SEO Specialist



Rutukesh Sonawane
Technical SEO Specialist



Ryan Egan
Creative Manager



Sabrina Marin
Graphic Designer



Saffron Shergill
Digital PR Manager



Salvador Mendez
Content Writer

If you take care of your **employees**, they'll take care of **your clients**.

Benefit Upgrades 2024

Health Insurance

- Lifting cap on contractor health
- Minimal medical \$ increase: Varies by plan, average increase 3.8%
- Dependent coverage:
 - HD pays 75% of all dependents,
 - Medical and Dental
- Still under negotiation for other lines.

New Baby

- New Baby Bonus!
- \$500 for the birth or adoption of a child.

Share a Care Program

- [Share a Care Program](#)
- You can now donate up to 2 PTO days to someone on medical leave.
- A team member can receive up to 20 PTO days while they are on leave.

Other Benefits Launched in 2023

- Health Stipend for Contractors
- Pet Insurance
- UHC Free Money Programs
- Free Perks Library
- Financial 1 on 1's and Wellness Webinars
- Health Webinars



Natasha 🦄 4:00 AM

When I started at HD, I told Jason that just joining the company helped upgrade my life to a beautiful new apartment that allowed for the separate office space I desperately needed while working from home. Fast forward 2 years, and HD has once again helped a dream of mine come true!

I was able to get my dream car - a Jeep Wrangler with all the bells and whistles I could want! I named it Destiny and will be adding unicorn touches everywhere lol. It's also Greigh approved lol (edited)

4 files ▾



👍 28 🦄 12 🎉 6 😊



Aleksandar Pesovski 12:53 AM

I so grateful for the paternity leave benefit that our company offers. It really meant a lot for my wife and Vedran 🙏👉

IMG-639674d176ce2b528b6018ce6dd95f0d-V.jpg ▼





Ashley Fike 10:32 PM

Grateful for the battery pack from HD! Still no power here in Savannah after Hurricane Helene and this helped me stay connected!

IMG_3204 ▼



👍 19

HD 6





Cindy Kerber Spellman 5:07 AM

Thank you, HD, for surprising my daughter with this thoughtful and beautiful arrangement as she mends from surgery. The flowers smell amazing. It really touched our day and brightens her room! I'm grateful to work for a company where we feel supported and able to step away in order to be fully present and take care of ourselves and family.

IMG_2371 ▾



👉 18 ❤️ 9 🌸 7 😊+

Monday, July 29th ▾



Carley Schwab 8:53 PM

So thankful for our generous PTO to be able to take last week off and go camping for my daughters 5th birthday 🥰

IMG_4100 ▾





Ben Fielding 10:16 PM

Hi Jason, just sending a quick message to thank you for creating such a great work environment, today is the end of my second week and I'm absolutely loving it! Have a great weekend 😊



Jason Hennessey 10:55 PM

Thanks for the message, Ben! We are so glad to have you on the team and I look forward to connecting when I get back from Thailand



Patrick McEuen (He/Him) • 1st
Director of Operations | Salesforce Administrator
8h • Edited • 🌐

Not all digital marketing agencies are created equal—some redefine what a partnership truly means.

A heartfelt thank you to **Jason Hennessey** and the team at **Hennessey Digital** for the thoughtful gift that arrived on our doorstep last week. Welcoming our beautiful daughter into the world has been an incredible experience, and your gesture truly touched our family.

The results we've had since partnering with them are expected in this business, but building genuine connections and going the extra mile is what separates the great from the good.

While I'm still on leave, I couldn't help but share how grateful we are to have them as partners. If you're looking for an agency that can deliver while keeping up with kind gestures like this, look no further.

#Grateful #Partnership #DigitalMarketing





Crystal McCane  8:34 AM

Got this text from Kayla, the COO of Viles & Beckman tonight. She sent us a great referral so we thanked her by sending getting her and her family tickets to Disney on Ice! She told me earlier this week it just so happens it falls on her daughter's birthday and that's all she's been asking for for her birthday💕 so thankful we could do this for an incredible client!

IMG_9769 ▾



Monday, September 9th ▾

Dear Jason & Rob,

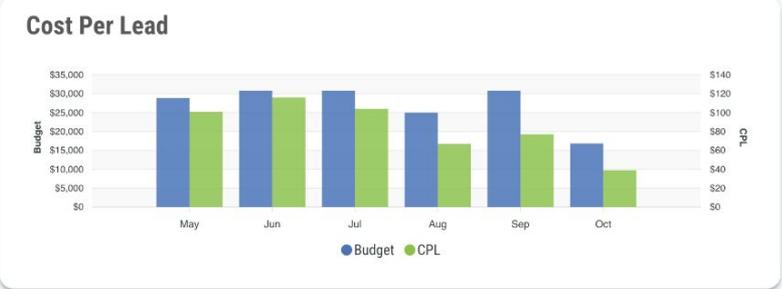
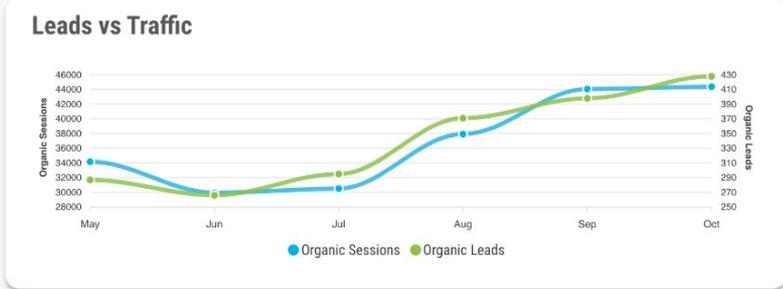
Thank you very much for sending the **Vitamix!** Wow, now there's an appliance I actually do not have. Very thoughtful and may now take the place of my overly heavy aging Cuisinart food processor. How did you know I liked to cook? 😊

Sincerely with love & appreciation,

Jody

Stop, Optimize,
Automate

-  Jason H
-  Overview
-  What's New
-  Content
-  Analytics
-  Backlinks
-  Opportunities
-  Paid Media
-  Digital PR
-  Support
-  Settings



Organic Snapshot

Organic Sessions

 +0.71%

44,378

Queries

 +7.19%

184,569

Impressions

 +0.71%

2,826,839

Content Pipeline

 Topics for Review

0

 Writing

90

 QA

2

 Content for Review

0

 Publishing

15

 Published

2134

 Jason H

 Overview

 What's New

 Content

 Analytics

 Backlinks

 Opportunities

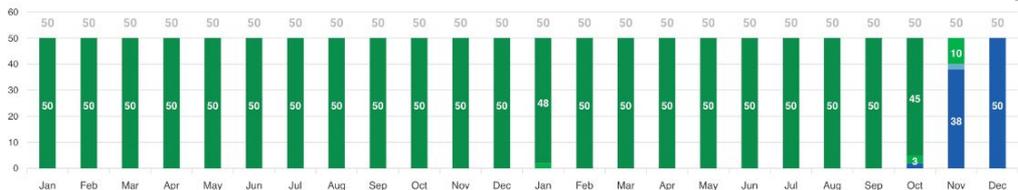
 Paid Media

 Digital PR

 Support

 Settings

Pages By Month



Published Pages By Type



● Blog Post
 ● FAQ Page
 ● Practice Area Page
 ● Reassessment

Pages Pending by Content Type

No pages in this section

Pages Pending My Review

Date	H1	URL	Content Type
No pages in this section			

[View All >](#)

Content Pipeline

 Topics for Review
0

 Writing
90

 QA
2

 Content for Review
0

 Publishing
15

 Published
2134



Jason H



Overview



What's New



Content



Analytics



Backlinks



Opportunities



Paid Media



Digital PR



Support



Settings

Year	Month	Campaign Name	Date	DR ≥ 70	Link Count	Status	Media
2024	May	May 2024 - america's most dangerous beaches	May 23, 2024	32	65	Sent out	-
2024	Feb	Feb 2024 - the places in california where pedestrians are most at risk	Mar 14, 2024	6	7	Sent out	-
2024	Jan	Jan 2024 - california's most dangerous counties for violent crime	Mar 5, 2024	2	7	Sent out	-
2023	Oct	Oct 2023 back-up - california alcohol car accidents	Jan 23, 2024	4	7	Sent out	-
2023	Dec	Dec 2023 - the states where road rage is causing the most problems	Dec 15, 2023	9	12	Sent out	
Date	Linked	Domain Rank	Media	Link URL			
Sep 3, 2024	Yes	74	-	https://www.fingerlakes1.com/2024/09/03/new-york-ranks-among-top-five-states-with-least-road-rage-study-finds/			
Sep 3, 2024	Yes	68	-	https://ultimatemotorcycling.com/2024/09/03/national-road-range-rankings-stay-safe-on-a-motorcycle/			
Jan 11, 2024	Yes	53	-	https://www.cweb.com/new-study-colorado-has-the-highest-percentage-of-drivers-causing-fatal-crashes-due-to-road-rage-see-other-states/			
Jan 11, 2024	Yes	92	-	https://www.msn.com/en-us/news/us/study-indiana-had-the-most-road-rage-crashes-in-the-us-from-2017-21/ar-AA1mMyz6			
Jan 10, 2024	Yes	74		https://www.wane.com/news/indiana/study-indiana-had-the-most-road-rage-crashes-in-the-u-s-from-2017-21/			
Jan 10, 2024	Yes	92	-	https://www.msn.com/en-us/news/us/study-indiana-had-the-most-road-rage-crashes-in-the-us-from-2017-21/ar-AA1mKVwo			
Jan 10, 2024	Yes	78		https://fox59.com/news/study-indiana-had-the-most-road-rage-crashes-in-the-u-s-from-2017-21/			
Dec 22, 2023	Yes	92	-	https://www.msn.com/en-us/news/us/study-louisiana-named-one-of-safest-us-states-for-road-raged-drivers/ar-AA1IRMs1			
Dec 21, 2023	No	57	-	https://bnbreaking.com/world/double-demerit-points-a-new-chapter-in-traffic-enforcement/			
Dec 21, 2023	Yes	71	-	https://www.brproud.com/news/louisiana-news/study-louisiana-named-one-of-safest-us-states-for-road-raged-drivers/			
Dec 15, 2023	Yes	71	-	https://www.nbc26.com/news/local-news/study-finds-wisconsin-ranks-fifth-worst-in-the-country-for-road-rage-drivers			
Dec 15, 2023	Requested	71		https://www.nbc26.com/apleton/drivers-react-after-study-says-road-rage-risk-higher-in-wisconsin-than-most-other-states			
2023	Nov	Nov 2023 - states with most car thefts	Nov 14, 2023	9	17	Sent out	
2023	Oct	Oct 2023 - most violent us states	Nov 9, 2023	0	1	In progress	-
2023	Sep	Sep 2023 - states with the highest rates of drunk drivers	Oct 5, 2023	5	9	Sent out	-
2023	Aug	Aug 2023 - us states with highest crime rates	Sep 14, 2023	5	13	Sent out	-

Custom QA Crawler

HD DASHBOARD blin@hennessey.com B

DASHBOARD
COMPETITOR ANALYZER
PLATFORM ADMIN
CONTENT PRODUCTION
CONTENT MANAGEMENT
CONTENT PERFORMANCE
QA CRAWLER

Select a Website... ⌵ ⚙️

QA Crawler [QA Crawler Homepage](#)

HD Client One Time Crawl Show only flagged [Export QA Check](#)

PROJECT	WEBSITE NAME	AUDIT DATE	STATUS	OVERALL SCORE	PROGRESSION	URLS CRAWLED	NEXT AUDIT	ACTIONS
			Didn't Run				<input type="checkbox"/>	Detail ↶ ↷ 🗑️
		Nov-01 22:11:59	Completed	42		1,838	<input checked="" type="checkbox"/> Nov-08 21:11:00	Detail ↶ ↷ 🗑️
		Nov-01 23:11:50	Completed	39	0% ▲	366	<input checked="" type="checkbox"/> Nov-08 22:11:00	Detail ↶ ↷ 🗑️
		Nov-02 00:11:15	Completed	0		250	<input checked="" type="checkbox"/> Nov-08 22:11:00	Detail ↶ ↷ 🗑️
		Nov-02 00:11:59	Completed	38	0% ▲	1,553	<input checked="" type="checkbox"/> Nov-08 22:11:00	Detail ↶ ↷ 🗑️
		Nov-02 00:11:59	Completed	53		741	<input checked="" type="checkbox"/> Nov-08 23:11:00	Detail ↶ ↷ 🗑️
		Nov-02 01:11:37	Completed	44		129	<input checked="" type="checkbox"/> Nov-09 00:11:00	Detail ↶ ↷ 🗑️
		Nov-02 01:11:58	Completed	11	0% ▲	81	<input checked="" type="checkbox"/> Nov-09 00:11:00	Detail ↶ ↷ 🗑️
		Nov-02 01:11:37	Completed	1	⬇️	477	<input checked="" type="checkbox"/> Nov-09 00:11:00	Detail ↶ ↷ 🗑️
		Nov-02 02:11:04	Completed	42		1,958	<input checked="" type="checkbox"/> Nov-09 01:11:00	Detail ↶ ↷ 🗑️

COURTROOMPROVEN.COM

QA Crawler Audit

QA Crawler Homepage > QA Crawler Overview > QA Crawler Audit

Health Score ?

43

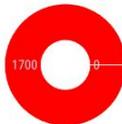
Health Score reflects the proportion of internal URLs on your site that don't have errors.

Average



Errors ?

1700 Issues 1700 ▲ Oct 26



- URL with Errors
- URL without Errors

Crawled Pages ?



1700

Crawled Pages

Crawled Pages results for the last 7 audits.



Top QA Check Issues

Filter by Issue Filter by Severity Select Audit to Compare

All Checks Enabled Checks Disabled Checks

Show Tech SEO on Top [Export All Issues](#)

ISSUE	SCORE	CHANGE	OCCURRENCES
Security: Missing Content-Security-Policy Header	5100	— 0	1700
Empty html tags	2598	— 0	259881
H2: Non-Sequential	2557	— 0	2557
Security: Missing X-Content-Type-Options Header	1700	— 0	1700

 Security: Missing X-Frame-Options Header	4421	— 0	4421	:	
 Security: Missing X-Content-Type-Options Header	4421	— 0	4421	:	
 Links: Pages With High External Outlinks	4193	— 0	4193	:	
 Page Titles: Over 60 Characters	2591	— 0	2591	:	
 Breadcrumb structure incorrect	2578	— 0	2578	:	
 Images: Missing Size Attributes	2464	— 0	2464	:	
 Page Titles: Over 561 Pixels	2433	— 0	2433	:	
 Links: Anchor Text Has Location	2340	— 0	2340	:	
 Links: Anchor Text Has Lawyer	2005	— 0	2005	:	
 Widget has too many links	1686	— 0	1686	:	
 First internal article link does not link to parent page	1559	— 0	1559	:	
 Links: Anchor Text Similarity	1395	— 0	1395	:	
 Links: Anchor Text Has Practice	1166	— 0	1166	:	
 External link without _blank	1091	— 0	21829	:	
 H2: Over 70 Characters	1016	— 0	1016	:	
 H2: Duplicate	926	— 0	926	:	
 H1 Structure incorrect	582	— 0	582	:	

Competitor Analyzer

HD DASHBOARD blin@hennessey.com B

Key Findings - <https://hennessey.com/> <https://hennessey.com/> Add Website

Record Count	Median Number of Published Pages	Average Page Length	Number of Pages without H1	Total Different Topics
802	350	-	0	802

[Check Websites Progress](#)

Most Common Topics

	TOPIC	SIZE
1	Our Clients Could Hire Anyone	51
2	Our Clients Could Hire Anyone.	12
3	Digital Marketing	8
4	Blog	7
5	The Challenge	6
6	Hennessey Digital	87

Treemap visualization showing topic distribution. The largest block is 'Our Clients Could Hire Anyone' (51), followed by 'Hennessey Digital' (87). Other topics include 'Our Clients Could Hire Anyone.', 'Digital Marketing', and 'Blog'.

Pages Details

Anchor Text Consistency Checker



Content Performance Dashboard

Performance Snapshots

[Back to All Pages](#)

Page Information

H1: Albany Motorcycle Accident Lawyer

URL: <https://www.johnfoyc.com/areas-we-serve/albany-ga/motorcycle-accident-lawyer/>

Content Type: Reassessment

Word Count: 1000

Order Month: Jul 2021

Publish Date: Invalid date

Current H1 Keyword Ranking

21



Total Number of Ranking Keywords

0



Content Performance

Error fetching client content performance

[Retry](#)

All Content

	QUERY	IMPRESSIONS	CLICKS	AVERAGE POSITION
1.	car accident lawyer	1518612	414	57.240312828373455
2.	car accident attorney	1117779	114	56.421231941635384
3.	motorcycle accident lawyer	1047998	541	112.84879019763765
4.	auto accident lawyer	641065	66	42.458405259665106
5.	auto accident attorney	609225	227	44.168092096039004



Content performance Dashboard

Content Performance Dashboard

johnfoy... ▾

Published Pages By Type

Practice Area Page	FAQ Page	Blog Post	Reassessment	Spanish Content	AI Content
772	517	19	296	22	0

Total Leads This Quarter

326

-19.51% from last quarter



Content Performance

Select date range

30 days

60 days

90 days

Organic Sessions ▾

Organic Leads ▾

Number of Ranking Keywords ▾

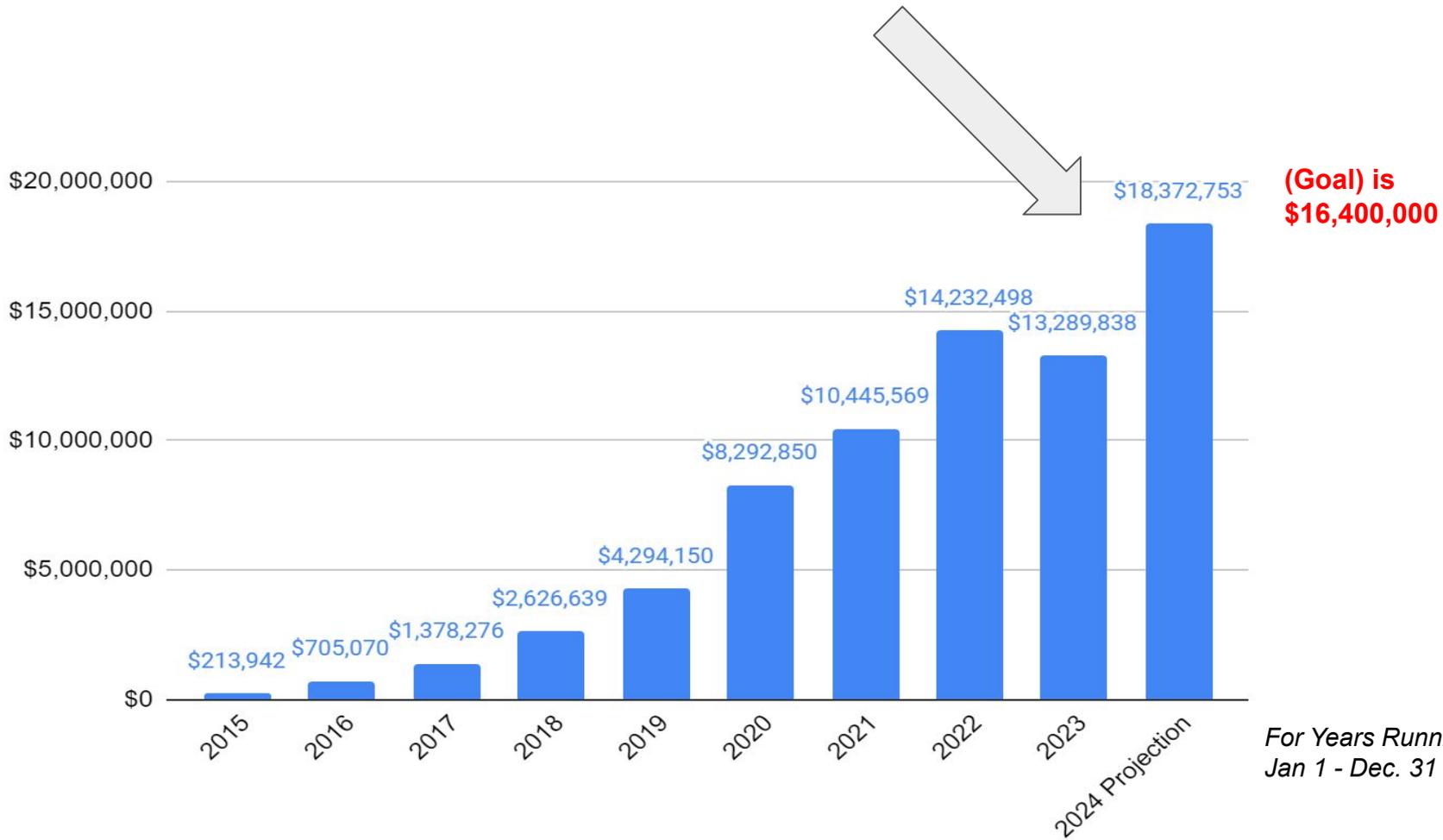
Impressions ▾

All Content

MONTH	URL	H1	WORD COUNT	CONTENT TYPE	PUBLISHED DATE	DETAILS
Jul 2021	https://www.johnfoy.com/areas-we-serve/macon-ga/head-injury-lawyer/	Macon Head Injury Lawyer	1000	Reassessment		View
Jul 2021	https://www.johnfoy.com/areas-we-serve/albany-ga/social-security-disability-lawyer/	Albany Social Security Disability Lawyer	1000	Reassessment		View
Jul 2021	https://www.johnfoy.com/areas-we-serve/albany-	Albany Motorcycle Accident	1000	Reassessment		View



CEO



Hennessey Group Inc					
	<i>Projected</i>				
	2024	2023	2022	2021	2020
Accrual Income	\$ 18,452,457.36	\$ 13,289,093.04	\$ 14,232,498.82	\$ 10,445,569.65	\$ 8,292,852.56
<i>Unadjusted EBITDA</i>	\$ 4,104,715.39	\$ 580,550.60	\$ (284,359.75)	\$ (246,784.50)	\$ 216,993.00
Hennessey Studios Carve Out	\$ 519,271.98	\$ 512,417.31	\$ 988,177.05	\$ 781,343.49	\$ 226,929.77
Owner's Personal Add Back	\$ 213,117.85	\$ 194,199.16	\$ 344,726.63	\$ 398,213.93	\$ 174,176.01
<i>Adjusted EBITDA</i>	\$ 4,837,105.22	\$ 1,287,167.07	\$ 1,048,543.93	\$ 932,772.92	\$ 618,098.78
Adjusted Profit Margin	26.21%	9.69%	7.37%	8.93%	7.45%



Brian Mossman 11:30 PM

[@Scott Shrum](#) Happy Friday, time to work for the Hat Trick today, here is the start, \$16,240 recurring revenue. Can you please complete for Shane [redacted]. [https://app.pandadoc.com/document/\[redacted\]](https://app.pandadoc.com/document/[redacted])

Welcome email to Shane [redacted].com and Andrew [redacted].com

10:48 📵

📶 5G 🔋



Bob >

Hey Brother, I finally got the check from Miller Weisbrod in the Zeke case. The check is for \$346,000, so I owe you \$173,000. I will scan and email you the paperwork I received. Do you want me to wire you the money? If you, please let me know your wire transfer info. If you want a check, let me know whom you want me to make the check out to and where I should send it. Thx!





Remember

- People don't fail; **systems fail**.
- Fail in a **no-blame** environment.
- Find **broken systems** and **fix them**.
- Marketing is to get **more sales**.
- Sales is to get **more marketing**.
- **Outsource Genius**, it's cheaper.

“In life, you have the power to create a future that wasn't going to happen; all you need to do is take action. Action creates results.”

Jason Hennessey



Jason Hennessey

CEO at Hennessey Digital — YPO Member

