

IDENETY Managed Support Plans — Executive Restructuring Blueprint

Executive recommendation — most important first

Restructure <https://idenety.com/managed-support> into an answer-first, conversion-first MSP landing page that turns the Power App’s plan logic, service catalog, pricing model, workflows, and assessment flow into a public buyer journey. The current public IDENETY surface is strong for broad IT consulting and engineering—“Enterprise IT. Engineered for Performance,” 18 service disciplines, 100+ sub-services, project process, industries, testimonials, and contact CTAs—but it does not appear to expose a dedicated managed-support decision path with plan comparison, pricing calculator, assessment flow, service bundles, and AI-readable answer blocks on the destination URL I searched. ¹ ² The internal materials already contain the missing commercial architecture: CORE vs COMPLETE pricing, a calculator concept, SKU catalog, service clusters, local SEO strategy, [llms.txt](#), and a roadmap; the recommendation is to migrate those assets into the public page and supporting cluster pages. ³

1. Make the page an MSP buyer journey

Lead with a clear answer, then plan fit, calculator, assessment, trust proof, and final CTA.

2. Convert app logic into web functionality

Move plan selection, bundle building, SKU filtering, onboarding, and assessment into the page experience.

3. Build for AI visibility

Use entity-first copy, answer blocks, schema, internal links, sitemaps, IndexNow, and citation-ready service pages.

4. Prioritize qualified leads

Use Free IT Assessment, Talk to an Engineer, Build Your Bundle, and Request Pricing CTAs throughout.

The architecture below shows how the public page should connect conversion sections, pricing tools, supporting content clusters, and AI/search optimization layers. It is grounded in the internal blueprint’s pricing calculator and content-cluster model, the à la carte bundle structure, and the public IDENETY contact flow that already explains “What Happens Next.” [3](#) [4](#) [2](#)

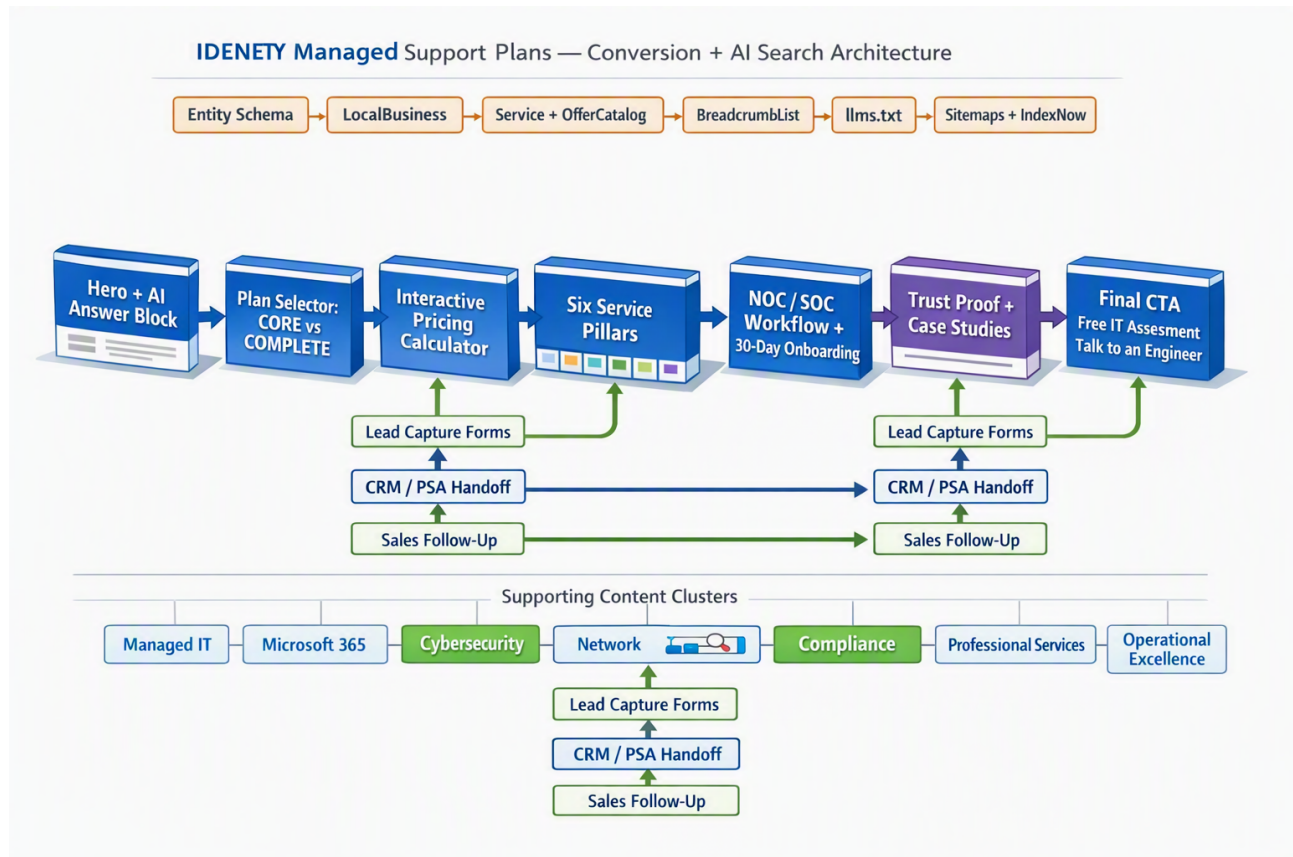


Figure 1: Recommended public-page architecture for IDENETY Managed Support Plans: a conversion-first page flow supported by pricing tools, service clusters, trust assets, structured data, and AI-readable answer blocks.

1. Current-state assessment and gaps

What is already strong

IDENETY’s public website already establishes authority around enterprise IT consulting and engineering: the homepage positions IDENETY as a Central Texas and nationwide provider, highlights “Full-Spectrum IT Services,” and describes a structured project process from scoping through post-deployment support. [1](#) The

contact page already supports lead capture with direct contact information, a consultation form, SMS consent language, and a four-step follow-up path: review submission, engineer outreach, technical conversation, and scoped proposal. ²

The separate idenetymsp.com public surface already contains MSP-oriented components that should be reused carefully: managed SOC, uptime/SLA metrics, services grouped by infrastructure, Microsoft, network, VPN, backup, support, RMM, assessment, and security; it also includes a “Schedule Assessment” form and sections for case studies, coverage, monitoring, and certifications. ⁵ Those elements are useful, but they should be normalized into the main IDENETY brand experience and verified before publishing as proof claims.

Gaps to fix on idenety.com/managed-support

Gap	What I found	Recommendation
Dedicated managed-support discoverability	Exact public retrieval of idenety.com/managed-support did not surface a dedicated managed-support page in the web results; the accessible IDENETY homepage remains broad consulting/engineering content. ¹	Ensure the URL is live, indexable, canonicalized, internally linked from nav/footer/homepage, and submitted in sitemap + IndexNow.
Conversion path gap	The public contact flow exists, but managed support buyers need a page-native “Free IT Assessment,” “Build Your Bundle,” “Compare Plans,” and “Talk to an Engineer” journey before the generic contact form. ² ³	Embed managed-support CTAs at hero, pricing, calculator, FAQ, and final section.

Gap	What I found	Recommendation
Pricing clarity gap	Internal docs already define CORE vs COMPLETE, endpoint/server pricing, add-ons, calculator, and SKU catalog, but that logic is not surfaced as a complete public buyer tool. 3	Publish plan cards, calculator, pricing catalog, and “what affects price” explainer.
AI/AEO content gap	Internal docs already propose answer-ready query tracking and <code>llms.txt</code> ; Bing confirms AI grounding visibility depends on crawlability, clarity, structure, authority, sitemaps, and IndexNow. 3 6	Add answer blocks, schema, <code>llms.txt</code> , FAQ, author/reviewer signals, and crawl-friendly service pages.
Trust-proof gap	Existing public pages include testimonials and “Trusted By,” while internal docs reference reviews, SKUs, SLAs, and directories; however, all proof points should be verified before publication. 1 3	Publish verified reviews, named case studies, certifications, partner badges, service metrics, and “Reviewed by Hassan Hajj ” where appropriate.

2. Recommended page hierarchy and navigation flow

Recommended URL strategy

Use one primary money page and a supporting cluster:

1. **Primary page:** </managed-support> or </managed-support-services>
 - Choose one canonical URL and redirect the other.
 - Recommended H1: **Managed IT Support Plans for San Antonio and Central Texas Businesses**
2. **Plan page:** </managed-support/plans>
3. **Pricing calculator:** </managed-support/pricing-calculator>
4. **Pricing catalog:** </managed-support/pricing-catalog>
5. **Assessment page:** </managed-support/free-it-assessment>
6. **Service cluster pages:** managed IT, Microsoft 365, cybersecurity, network, backup/continuity, compliance/governance, professional services, operational excellence. [3](#)

Recommended main-page section order

Order	Section	Purpose	Primary CTA
1	Hero + AI answer block	Explain what IDENETY Managed Support is in 50–70 words	Free IT Assessment
2	Who it is for	SMB, healthcare, legal, finance, professional services, multi-site	Talk to an Engineer

Order	Section	Purpose	Primary CTA
3	Plan selector	CORE vs COMPLETE decision support	Compare Plans
4	Interactive calculator preview	Turn the Power App/calculator workflow into lead capture	Build Your Bundle
5	Service pillars	Show full-stack coverage: helpdesk, RMM, M365, security, backup, network	View Services
6	Workflow: assessment → proposal → onboarding → management	Make the buying process predictable	Start Assessment
7	Pricing and add-ons	Reduce friction and qualify leads	Request Pricing
8	Trust proof	Show certifications, case studies, reviews, tools, industries	View Case Studies
9	FAQ/AEO block	Capture answer-engine queries	Ask an Engineer
10	Final CTA	Convert ready buyers	Schedule Assessment

3. Content migration map from app/internal materials to public page

Source element	Evidence found	Public website placement	Conversion purpose
CORE vs COMPLETE pricing	Internal blueprint defines endpoint pricing at \$45 CORE and \$100 COMPLETE, server pricing at \$100 CORE and \$215 COMPLETE, M365 user pricing, included/excluded security items, and add-ons. 3	Plan selector + pricing comparison	Helps buyers self-qualify before sales call.

Source element	Evidence found	Public website placement	Conversion purpose
Pricing calculator workflow	Internal blueprint describes a web calculator where buyers enter endpoints, servers, users, firewalls, wireless sites, VoIP lines, websites, domains, and ports; it returns monthly recurring, onboarding, first-month, annual, and category breakdown estimates. ³	Calculator module + gated estimate form	Captures high-intent leads with scoped data.
À la carte bundles	IDENETY IT A la Carte Managed IT Services.pptx includes “Build Your Bundle — Mix & Match,” example bundles, and category/tier pricing. ⁴	“Build your plan” interactive section	Makes complex services easy to understand.

Source element	Evidence found	Public website placement	Conversion purpose
Every-plan inclusions	The same deck lists monthly dashboards, dedicated support contact, QBRs, transparent fixed pricing, assessment credit, and certified engineers. ⁴	“Every plan includes” trust strip	Reduces perceived risk and improves comprehension.
Onboarding workflow	Managed IT Services Plans Built for Your Business.pptx maps Discovery Assessment, Custom Proposal, Onboarding, and Ongoing Management. ⁷	“How we start” section	Makes the next step clear and non-threatening.

Source element	Evidence found	Public website placement	Conversion purpose
Add-ons	Internal decks list after-hours support, onsite support blocks, RingCentral VoIP, HIPAA documentation, long-term backup retention, onboarding/offboarding, and DLP options. 7 4	Add-on accordion/table	Supports upsell without overwhelming plan cards.
Detailed service catalog	create a fully operational Business Plan for IDENE.docx includes à la carte managed EDR/XDR, backup, patching, email security, SOC, MDR, network, M365, VoIP, Data Risk Assessment, proactive services, fully managed services, SLAs, and deliverables. 8	Service pillar pages + pricing catalog	Builds topical authority and lead qualification.

Source element	Evidence found	Public website placement	Conversion purpose
AI/GEO framework	Internal blueprint proposes baseline AI-search queries, <code>llms.txt</code> , schema, category pages, local SEO, directory sprint, and KPIs. 3	SEO/GEO implementation layer	Improves AI visibility and measurable pipeline.
Ticketing/support workflow	IDENETY service automation email shows ticket logging and business-hour handling; public contact page explains engineer-led follow-up. 9 2	“How support works” section	Turns operational maturity into buyer trust.

4. AI-first SEO, GEO, and AEO strategy

Entity-based SEO foundation

Define IDENETY consistently as an **IT consulting, engineering, and managed support provider headquartered in San Antonio, Texas**, with service areas spanning Central Texas and nationwide delivery. The public homepage already contains IDENETY’s San Antonio address, phone, business hours, nationwide reach, and service taxonomy; the internal blueprint also specifies managed support categories, pricing URLs, facts, and a proposed `llms.txt` file. [1](#) [3](#)

Implement JSON-LD using **Organization / LocalBusiness / Service / OfferCatalog / BreadcrumbList**. Google recommends JSON-LD for structured data, warns that structured data must represent visible page content, and says using structured data enables but does not guarantee rich results. [10](#) Schema.org defines **LocalBusiness** as a physical business or branch and includes properties such as address, telephone, areaServed, openingHoursSpecification, aggregateRating, hasOfferCatalog, and sameAs. [11](#) Schema.org's **hasOfferCatalog** property indicates an OfferCatalog for an Organization, Person, or Service, and **offerCatalog** contains related offers from the same provider. [12](#) [13](#)

AEO answer-block framework

Create visible H2/H3 question sections that answer real buying questions in one direct paragraph, then expand with bullets, proof, and CTA. Google's helpful-content guidance prioritizes helpful, reliable, people-first content and stresses trust, expertise, authorship, and satisfying the user's goal. [14](#) Google's SEO starter guide also emphasizes easy-to-read organization, headings, descriptive URLs, internal links, sitemaps, and useful content. [15](#)

Recommended answer patterns:

- **What is included in IDENETY Managed Support?**

Answer with monitoring, support, cybersecurity, Microsoft 365, backup, reporting, QBRs, and plan tiers.

- **How much does IDENETY Managed IT cost?**

Answer with starting price ranges and note that actual pricing depends on users, devices, servers, security level, and onboarding scope. [3](#)

- **What is the difference between CORE and COMPLETE?**

Answer with operational coverage vs. advanced security/SOC/compliance depth. [3](#)

- **How does onboarding work?**

Answer with assessment, proposal, onboarding, and ongoing management. [7](#)

- **Does IDENETY support HIPAA-regulated organizations?**

Answer carefully with HIPAA-experienced positioning and only publish claims that are verified before launch. [3](#)

FAQ schema and AEO caution

Use visible FAQ content because it helps buyers and answer engines, but do **not** rely on Google FAQ rich results as the primary SEO benefit. Google’s FAQ structured-data page says FAQ rich results stopped appearing in Google Search as of May 7, 2026, with FAQ Search appearance/report/test support removed in June 2026 and API support ending in August 2026. [16](#) If FAQPage markup is retained, keep every question and answer visible to users and use it only for single-answer FAQs, not user-generated Q&A or advertising. [16](#)

AI search / Copilot visibility

For Bing and Copilot-style experiences, prioritize crawlability, sitemaps, IndexNow, canonical URLs, internal links, structured HTML, and clear content. Bing’s guidelines explicitly say SEO fundamentals support grounding and AI experiences, and that crawl efficiency, indexing accuracy, URL consolidation, content clarity, structure, authority, and trust signals also support AI-generated experiences and citations. [6](#) Bing also recommends XML sitemaps with canonical URLs and freshness signals, plus IndexNow when URLs are added, updated, or removed. [6](#)

5. Lead-generation recommendations

Primary conversion paths

CTA	Placement	Form fields	Sales intent
Get a Free IT Assessment	Hero, pricing, FAQ, final CTA	Name, company, email, phone, users, devices, industry, urgency	Highest-quality diagnostic lead
Build Your Bundle	Calculator section	Users, endpoints, servers, M365, firewall, backup, compliance, support hours	High-intent pricing lead

CTA	Placement	Form fields	Sales intent
Compare CORE vs COMPLETE	Plan cards	Optional ungated; CTA after comparison	Education + plan qualification
Talk to an Engineer	Sticky CTA + trust section	Short form + calendar/contact option	Direct conversation lead
Download Managed Support Checklist	Mid-page secondary CTA	Email + company	Nurture lead

Trust-building elements to publish

Publish only verified proof. Strong public proof candidates include IDENETY's project process, industries served, engineering-led contact process, public testimonials already shown on the homepage, and public contact details. [1](#) [2](#)

Internal proof candidates include the tool stack, QBRs, monthly reporting, assessment credit, certified engineers, service catalog, SLAs, and HIPAA/regulated-industry support language, but claims such as ratings, certifications, SOC 2, ISO, or client outcomes should be validated before publication. [4](#) [8](#)

6. Recommended metadata, schema, and technical SEO

Metadata strategy

Asset	Recommendation
Title tag	Managed IT Support Plans in San Antonio IDENETY CORE & COMPLETE

Asset	Recommendation
Meta description	Compare IDENETY Managed Support Plans for monitoring, helpdesk, Microsoft 365, cybersecurity, backup, network management, and compliance. Build your bundle or request a free IT assessment.
H1	Managed IT Support Plans for San Antonio and Central Texas Businesses
URL	Use one canonical URL: <code>/managed-support</code> or <code>/managed-support-services</code> ; redirect the other.
Open Graph	Use a clean plan-comparison image with “CORE vs COMPLETE Managed Support Plans.”
Internal links	Home → Managed Support; Services → relevant pillars; Industries → healthcare/legal/finance; Contact → managed support assessment.

Structured data stack

- `Organization` / `LocalBusiness` : name, legal name, address, phone, URL, logo, areaServed, sameAs, knowsAbout, contactPoint. [11](#)
- `Service` : Managed IT Support, Managed Microsoft 365, Managed Cybersecurity, Backup & Continuity, Managed Network.
- `OfferCatalog` : CORE endpoint, COMPLETE endpoint, CORE server, COMPLETE server, and add-on services where pricing is visible. [12](#) [13](#)

- **BreadcrumbList** : Home → Services → Managed Support.
- **FAQPage** : optional for non-Google AI/semantic clarity only; visible content must match markup. [16](#)
- **WebPage** : reviewedBy, dateModified, primaryEntity, significantLink, relatedLink where appropriate. [17](#)

Technical SEO checklist

1. Verify **/managed-support** returns **200** , is not **noindex** , has a self-referencing canonical, and is in XML sitemap. [15](#) [6](#)
2. Add crawlable internal links from homepage, services, footer, contact page, and all relevant service pages. [15](#) [6](#)
3. Submit URL updates via IndexNow and keep sitemap **lastmod** accurate after launch. [6](#)
4. Use server-rendered HTML for key copy, pricing, FAQs, and CTAs; do not hide critical content only in JavaScript or images. [6](#)
5. Add accessible headings, descriptive anchor text, image alt text, and concise answer blocks. [15](#) [6](#)
6. Add author/reviewer blocks for expert content, especially security, compliance, and managed-services guidance. [14](#)

7. Prioritized implementation roadmap

Priority	Action	Why it matters
Quick win	Make /managed-support live, indexable, canonical, linked in nav/footer/home, and submitted via sitemap + IndexNow.	Fixes discoverability and AI grounding eligibility. 15 6

Priority	Action	Why it matters
Quick win	Replace hero with direct answer block + CTAs: Free IT Assessment, Build Your Bundle, Talk to an Engineer.	Matches buyer intent and reduces friction. 2 3
Quick win	Publish CORE vs COMPLETE plan cards with plain-language inclusions, exclusions, and “best for” labels.	Converts internal pricing logic into buyer clarity. 3
Quick win	Add visible FAQ/AEO block: cost, inclusions, onboarding, HIPAA, support hours, calculator.	Supports answer engines and sales objections. 16 14
Medium-term	Launch pricing calculator and lead capture handoff to CRM/PSA.	Converts app functionality into qualified pipeline. 3 4
Medium-term	Build service cluster pages for managed IT, M365, cybersecurity, network, backup, compliance, professional services, operational excellence.	Builds topical authority and internal-link depth. 3 15

Priority	Action	Why it matters
Medium-term	Implement JSON-LD graph with Organization, LocalBusiness, Service, OfferCatalog, BreadcrumbList, and optional FAQPage.	Improves machine understanding and consistency. 10 12
Strategic	Create location pages for San Antonio, Austin, New Braunfels, and nationwide delivery.	Supports local and regional intent. 3
Strategic	Build case studies, comparison pages, and “Managed IT cost” guides.	Builds trust, citations, and lead capture content. 14 6
Strategic	Add review-generation, directory, partner profile, and Google Business Profile execution cadence after verification.	Strengthens authority and local proof. 3

Concise executive recommendations

- 1. Do not make the page a brochure.** Make it a guided MSP buying experience: answer → plan fit → calculator → trust proof → assessment CTA. [3](#) [4](#)
- 2. Migrate the Power App logic into public website modules.** The best migration targets are plan selection, bundle builder, SKU catalog, add-ons, assessment flow, and onboarding workflow. [3](#) [7](#)

3. **Treat AI visibility as an architecture problem, not a keyword problem.** Use clear entities, structured HTML, schema, internal links, sitemaps, IndexNow, and answer-ready service pages. [10](#) [6](#)
4. **Use pricing transparency to increase lead quality.** Publish starting prices and calculator estimates, then gate detailed quotes behind a managed-support assessment. [3](#)
5. **Verify every proof point before launch.** Keep testimonials, certifications, uptime, SOC, ISO, HIPAA, ratings, and case-study outcomes only if they are documented and legally safe to publish. [5](#) [10](#)