

Building Your Digital VAR Partner Presence

A Guide to Optimizing Your Cynet Partner Page and Local Search Presence

Cynet Partner Page

This guide is designed for Cynet Reseller Partners who want to feature Cynet on their dedicated “Partner Page” and provide a deep dive into the Cynet solution. This approach highlights your cybersecurity expertise and the value you deliver with Cynet.

Additionally, the guide includes best practices for creating and optimizing your Google Business Listing and Bing Business Listing.

What’s Included:

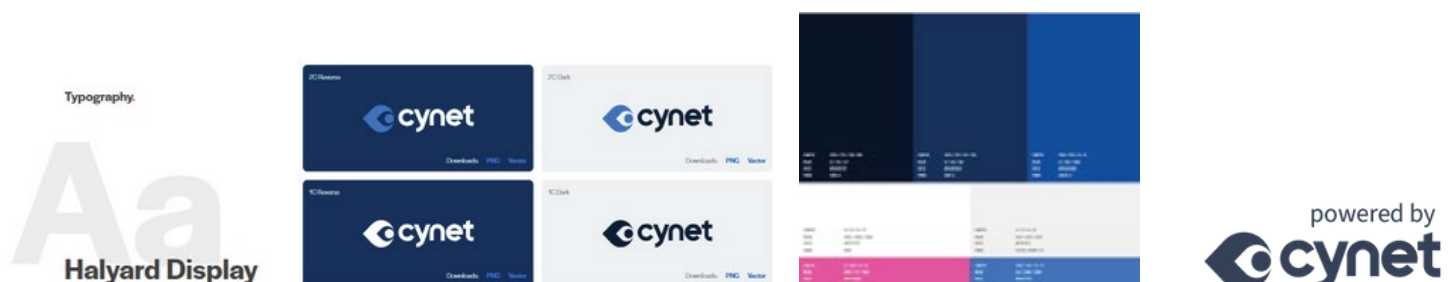
- A step-by-step guide to help you craft a page that attracts the right audience, improves search visibility, and reflects your unique brand voice.
- Best practices for integrating cybersecurity positioning into your Google Business Profile and Bing Business Profile, even if you also sell other IT or technology services.
- SEO keyword recommendations to help search engines and customers find you (without keyword stuffing).
- Complete sample partner page so you can see these suggestions in action.

Important Call-Out: This is not copy you should publish as-is. Search engines reward original content. Copying text word-for-word from this guide or Cynet’s website can hurt your rankings, make you sound generic, and reduce credibility. Use this as your starting point, then reword, rearrange, and inject your own personality so it sounds like you.

Cynet Brand Portal

Explore our full brand guide for best practices on representing Cynet, along with access to official logo files, templates, and other brand assets.

<https://www.cynet.com/brand-portal/>



Headline / Tagline

Purpose: Grab attention in a single line.

Examples to Inspire:

- “One Platform. Total Protection.”
- “Cybersecurity Made Simple”
- “Less Security Tools. More Control.”
- “Security that Cuts Costs. Not Corners.”
- Security Without the Sprawl.

Intro Paragraph

Purpose: Introduce your organization and explain why you’ve chosen Cynet as a featured cybersecurity partner.

Include:

- Who you are and what you do.
- Why you work with Cynet.
- How it benefits your customers.
- Local or industry-specific tie-in.

Value Proposition Points

(each can link to a detail page for more info)

- Complete Coverage in One Platform: Unified protection for endpoints, email, users, networks, SaaS, cloud apps, third-party systems, and automated incident response.
- AI That Works Smarter: Cynet’s CyAI tech uses machine learning to detect and block both known and novel attacks, reducing false positives.
- Proven in Real-World Testing: Independent MITRE ATT&CK® Evaluations confirm that Cynet delivers 100% protection and 100% detection visibility with zero configuration changes and zero delayed detections.
- Round-the-Clock Protection: CyOps SOC team included, monitoring 24/7 with human oversight.
- Faster Incident Resolution: Automated investigation and remediation to stop threats before they impact operations.
- Lower Costs, Higher Confidence: Consolidate tools, reduce complexity, and get enterprise-grade protection without extra staff.



Why Choose You

Highlight your unique advantages:

- Local presence and responsive support.
- Expertise in regulated/high-target sectors (education, healthcare, manufacturing, professional services).
- Flexible solutions for compliance and cyber insurance.
- Long-term protection focus.

SEO Keyword Ideas

SEO Keyword Ideas (use naturally)

- Cynet cybersecurity partner
- All-in-one cyber protection
- XDR (Extended Detection & Response)
- Endpoint protection
- MITRE ATT&CK 100% visibility
- Managed detection and response
- CyOps 24/7 SOC support
- Automated remediation
- SMB cyber protection + [Your City/Region]
- Breach protection platform
- AI-powered threat detection
- Cyber insurance and compliance readiness
- Cybersecurity for [insert vertical]



Testimonials: Your Best Sales Tool

“Cynet’s comprehensive offering provides the visibility and protection necessary to guarantee a safe, secure, and reliable network.”

Phillip Bickelhaupt,
Director of Technology, Wisconsin Rapids Public Schools



Headline / Tagline

One Platform. Complete Cyber Protection.

YOUR LOGO

At [Insert Partner Name], we believe strong security shouldn't be complicated. That's why we work with Cynet, our trusted cybersecurity partner, to deliver a unified AI-powered cybersecurity platform that protects every layer of your environment: endpoints, email, users, networks, SaaS, and cloud applications. With AI-driven detection and 24/7 CyOps SOC support included, we provide human oversight and automated response that keep your organization secure, compliant, and confident - all without breaking the budget.

[\[Insert Link: Learn More About Cynet\]](#)

Why Organizations Trust Us

- Complete Coverage in One Platform
- AI That Works Smarter
- Proven in Real-World Testing
- Round-the-Clock Protection
- Faster Incident Resolution
- Lower Costs, Higher Confidence

Why Choose [Insert Partner Name]

- Local support for your region.
- Expertise in education, healthcare, manufacturing, and professional services.
- Compliance and cyber insurance readiness.
- Commitment to long-term protection.

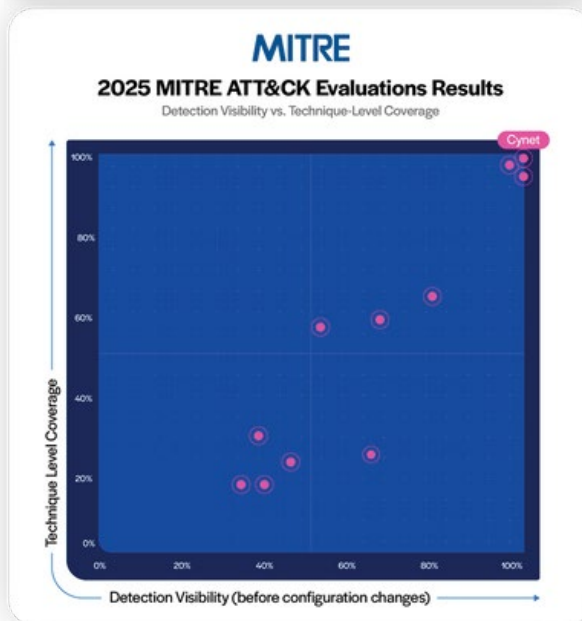
[\[Insert Link: See Industries We Serve\]](#)

Ready to secure your organization?

[\[Contact Us\]](#) | [\[Request a Demo\]](#)

Three Years. Unmatched Accuracy.

With three consecutive years of top-tier MITRE ATT&CK Evaluation results, Cynet continues to set the benchmark for visibility, detection quality, and prevention efficacy - **with full performance delivered right out-of-the-box.**



"Cynet's comprehensive offering provides the visibility and protection necessary to guarantee a safe, secure, and reliable network."

Phillip Bickelhaupt,
Director of Technology, Wisconsin Rapids Public Schools



Purpose

grab attention in a single line.

Your Google Business Profile (GBP) and Bing Places Listing (BBL) are powerful, free tools to get discovered locally. Search engines rely on these listings for validating credibility and relevance, making them essential for capturing high-intent leads nearby. In fact, 46% of Google searches have local intent, and 80% of those result in customer visits or conversions. Listing across both platforms ensures you reach more of your audience. Google reaches broad consumer markets, while Bing taps into a more mature demographic through Microsoft's ecosystem.

Best Practices for GBP and BBL

Categories:

- **Google:** Set Cybersecurity Service as the primary category if it's a key focus; add secondary categories like Managed IT Service, Computer Security Service, etc., to highlight your full-service offering.
- **Bing:** Follow a similar setup. Bing requires consistent Name, Address, Phone (NAP) listings, which contribute to your overall local SEO authority.

Description Example:

At [Insert Partner Name], we protect your people, data, and systems with Cynet's all-in-one platform. It combines AI-powered threat detection, 24/7 SOC support, and automated response across endpoints, email, users, networks, SaaS, and cloud. Designed to support compliance and cyber insurance readiness, our solution delivers enterprise-level protection without complexity.

Photos (Keep It Simple):

- Aim for 10–20 total images to start - that's enough for credibility.
- Types of photos to include:
 - Exterior (so people can recognize your office or location)
 - Interior (meeting room, workspace)
 - Team photos (people want to see who they'll work with)
 - Service-related visuals (cybersecurity dashboard screenshot, event photo, webinar graphic)
- Refresh your profile with 2–3 new images every few months instead of weekly.
 - **Pro Tip:** Authentic, real images perform better than stock photos.

Reviews

- Aim for at least 10 reviews to start, then work toward 20+.
- Ask satisfied clients to mention specifics (e.g., “fast deployment,” “helped us with compliance,” “24/7 monitoring”).
- Always reply to reviews, and where natural, include a keyword:
- Example: “Thanks, Sarah! We’re glad our SOC monitoring and AI-powered threat detection gave you peace of mind.”

Posts & Updates:

- Post once a month if that’s all you can manage.
- Easy post ideas:
- Security tip of the month
- Short success story (without naming clients)
- Event/webinar promotion
- Keep it short and visual.

Why You Should Claim Both GBP and BBL

Platform - Why it Matters:

- **Google:** Dominates local search, integrates with Maps and Ads, essential for visibility.
- **Bing:** Less competition, integrated into Windows, Outlook, Edge, and LinkedIn searches and often used by business buyers.

Together, they boost visibility, improve ranking in local search, and build customer trust.

Pro Tips for Discoverability

- Keep your NAP (Name, Address, Phone) consistent across all directories (Google, Bing, Yelp, industry listings).
- Encourage customers to leave reviews regularly - even one new review every couple of months keeps your profile fresh.
- Use photos and posts to show you’re active, search engines reward engagement.
- Share your GBP/BBL link with clients and in your email signature to encourage more reviews.
- If you run social media, cross-post updates from GBP/BBL to maximize reach without extra effort.

Your business listings are a spark for growth: they build trust, boost visibility, and turn local searches into new customers. If you haven’t set yours up yet, now’s the time to ignite your presence.