

MARKETING AND SEO

Because We Know SEO!

If you thought keeping up with the Kardashians was painful, keeping up with SEO is even worse. Why? The algorithms are constantly changing and evolving.

With algorithmic updates such as Penguin, Panda, and Bert happening regularly, it takes an SEO expert to stay on the cutting edge of things.

With Petronella Technology Group's Marketing and SEO services, you're dealing with the ninjas of SEO. We are the algorithm whisperers; we speak their language.

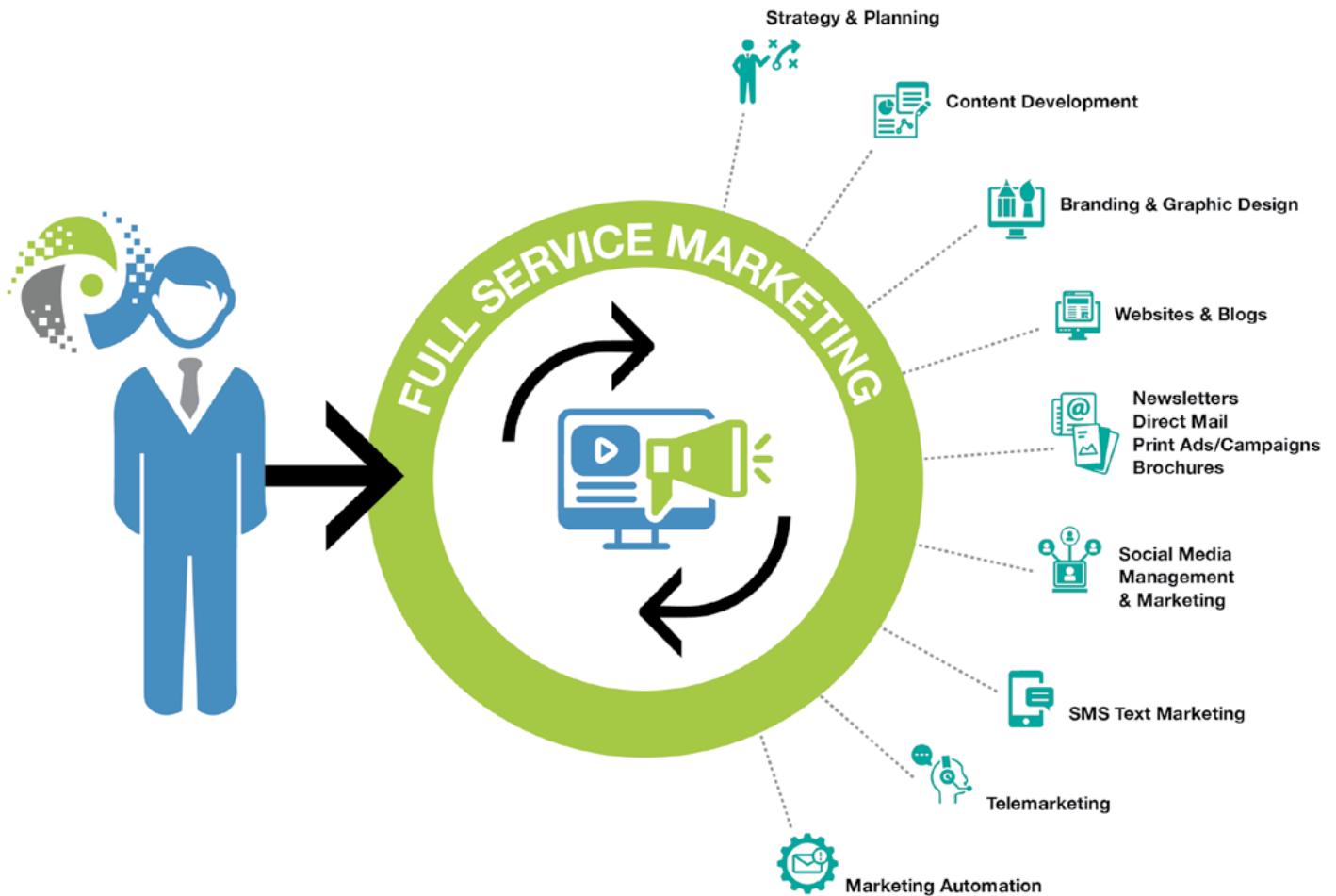
With our extensive 23+ point SEO technical analysis, we give you a blueprint of how to perfect your SEO- immediately.





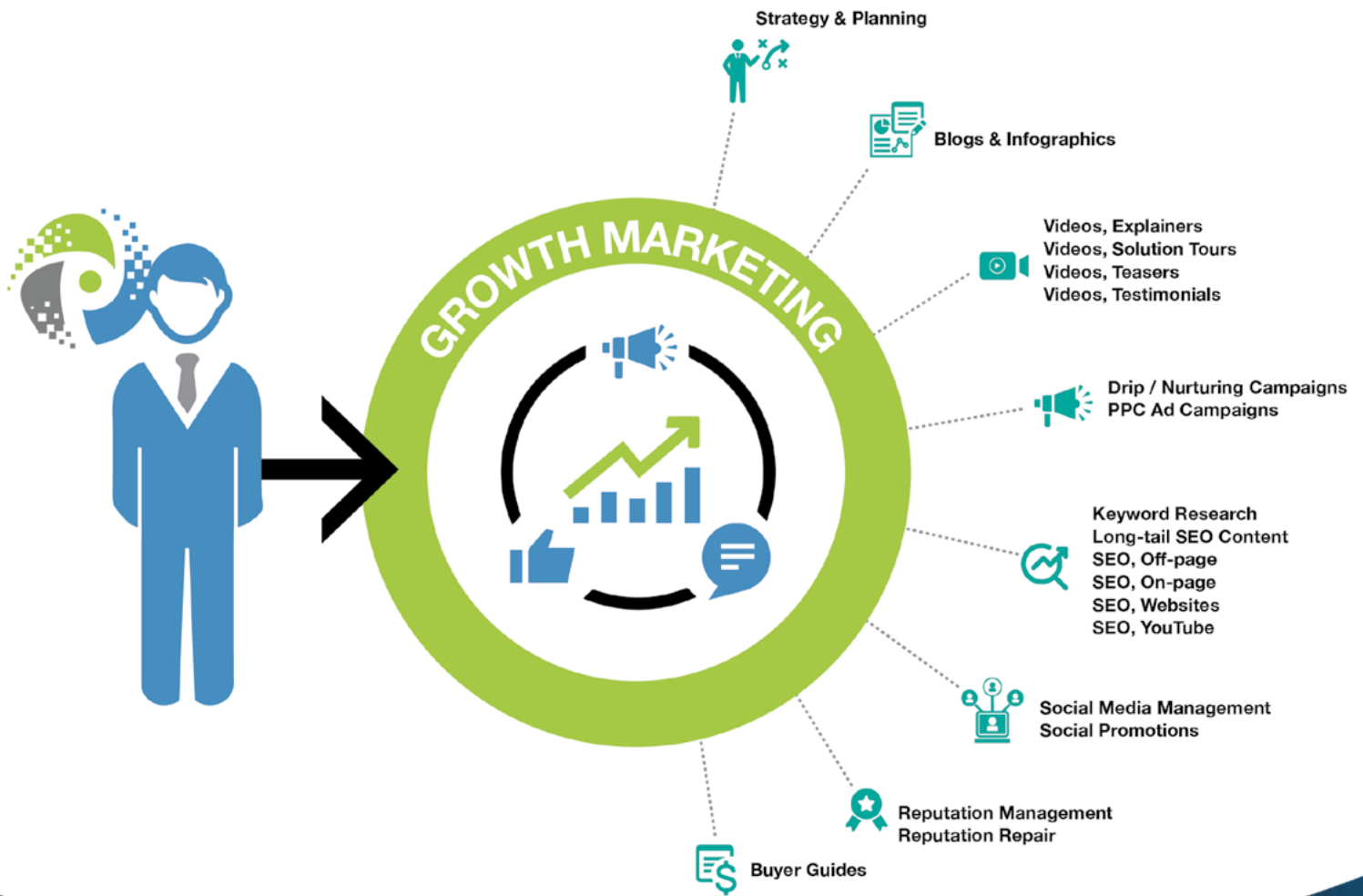
Petronella
TECHNOLOGY GROUP

FULL SERVICE MARKETING



GROWTH MARKETING

Design, content development, execution and analysis of new customer acquisition programs

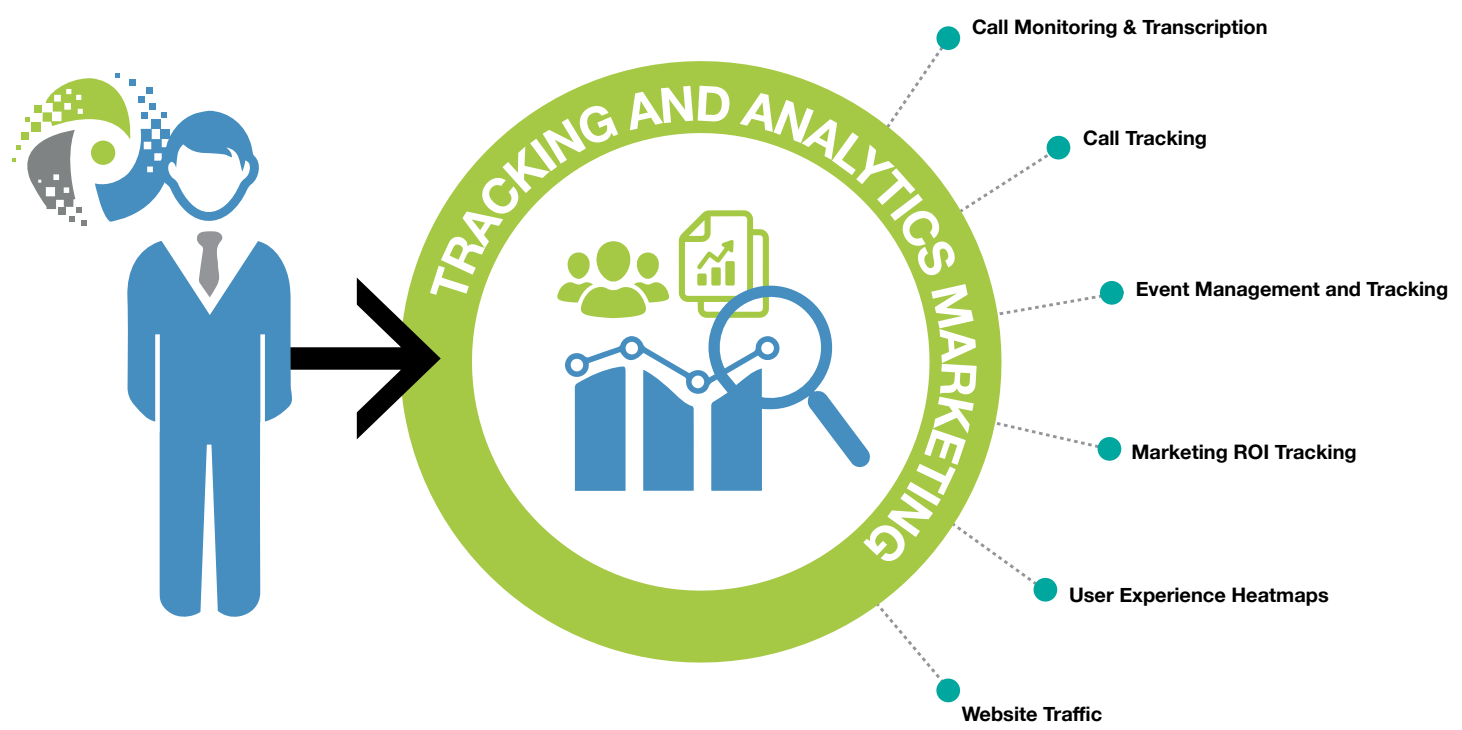


CUSTOMER/STAKEHOLDER MARKETING

Design, content development, execution, and analysis
of installed-base or customer marketing programs

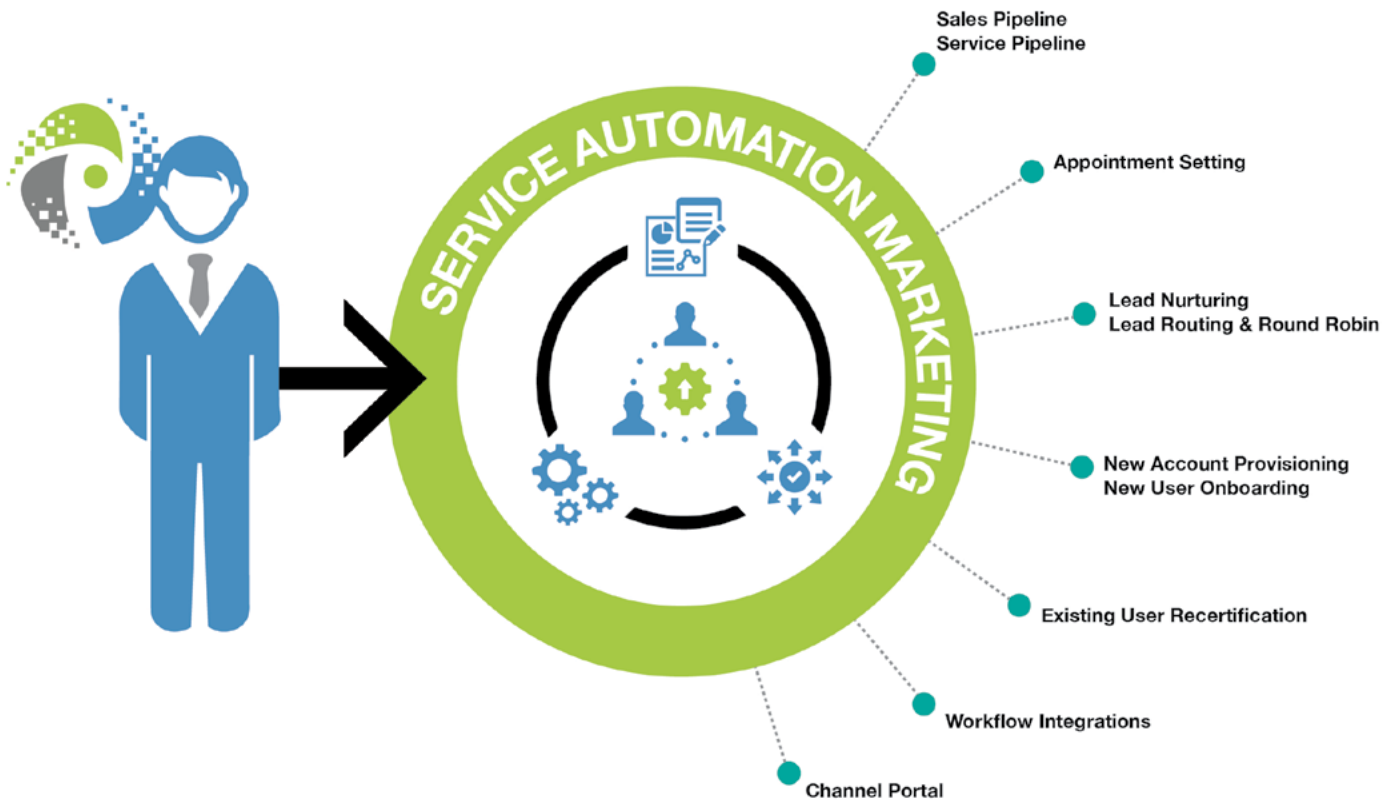


TRACKING AND ANALYTICS MARKETING

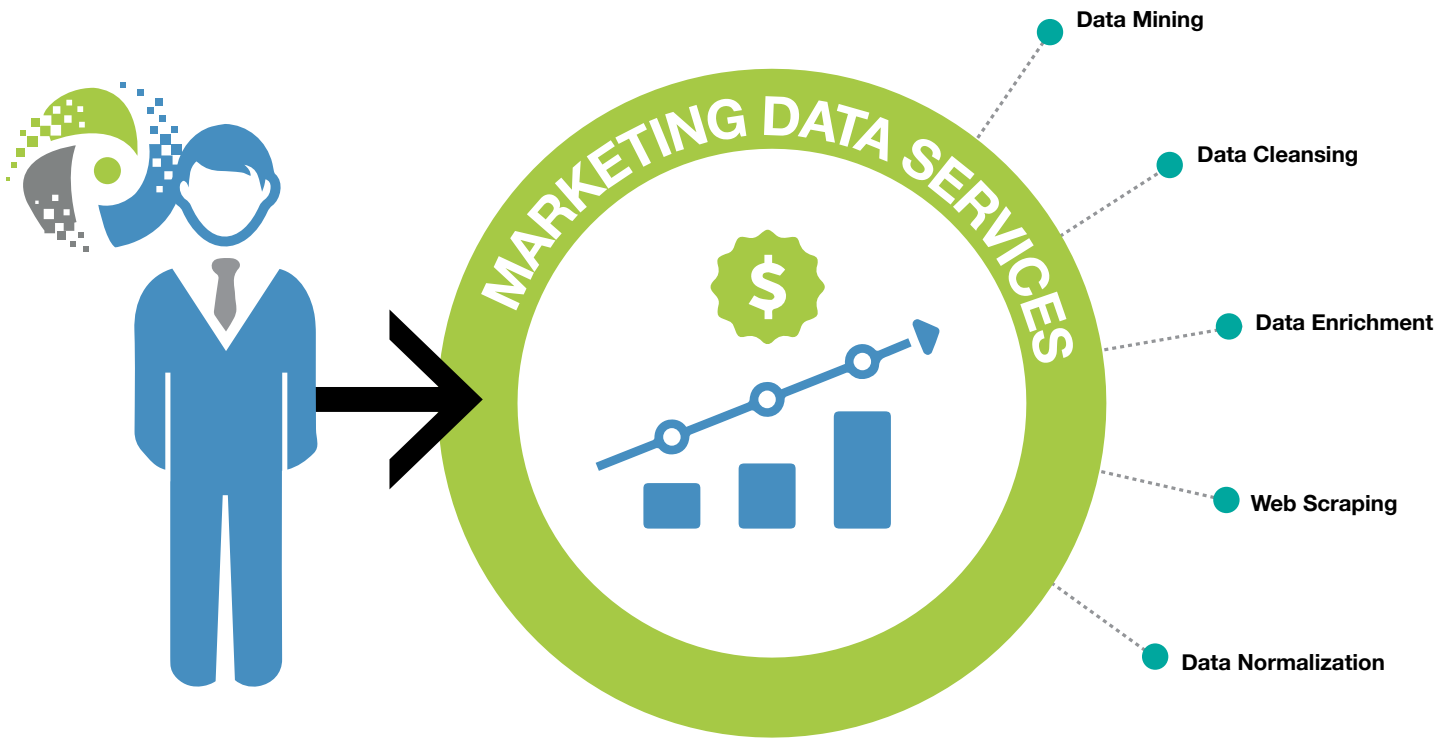


SERVICE AUTOMATION MARKETING

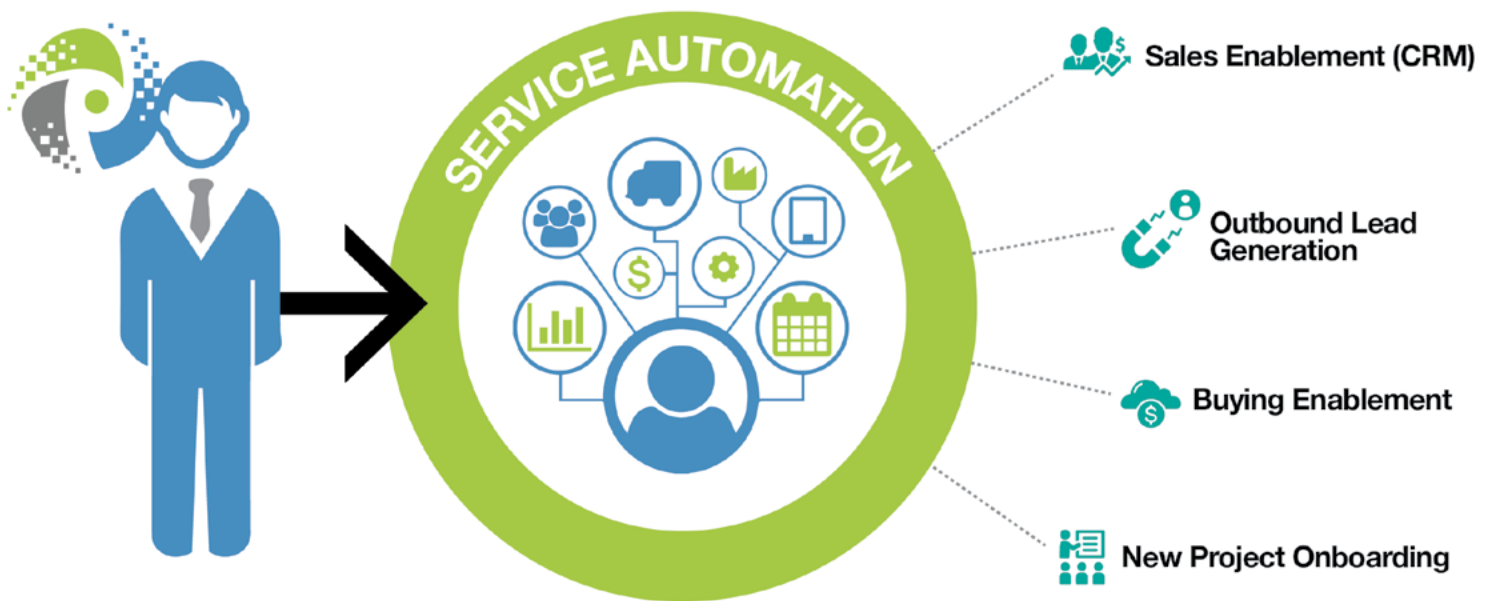
Design, configuration, and management of automation workflows
for customer development and user success



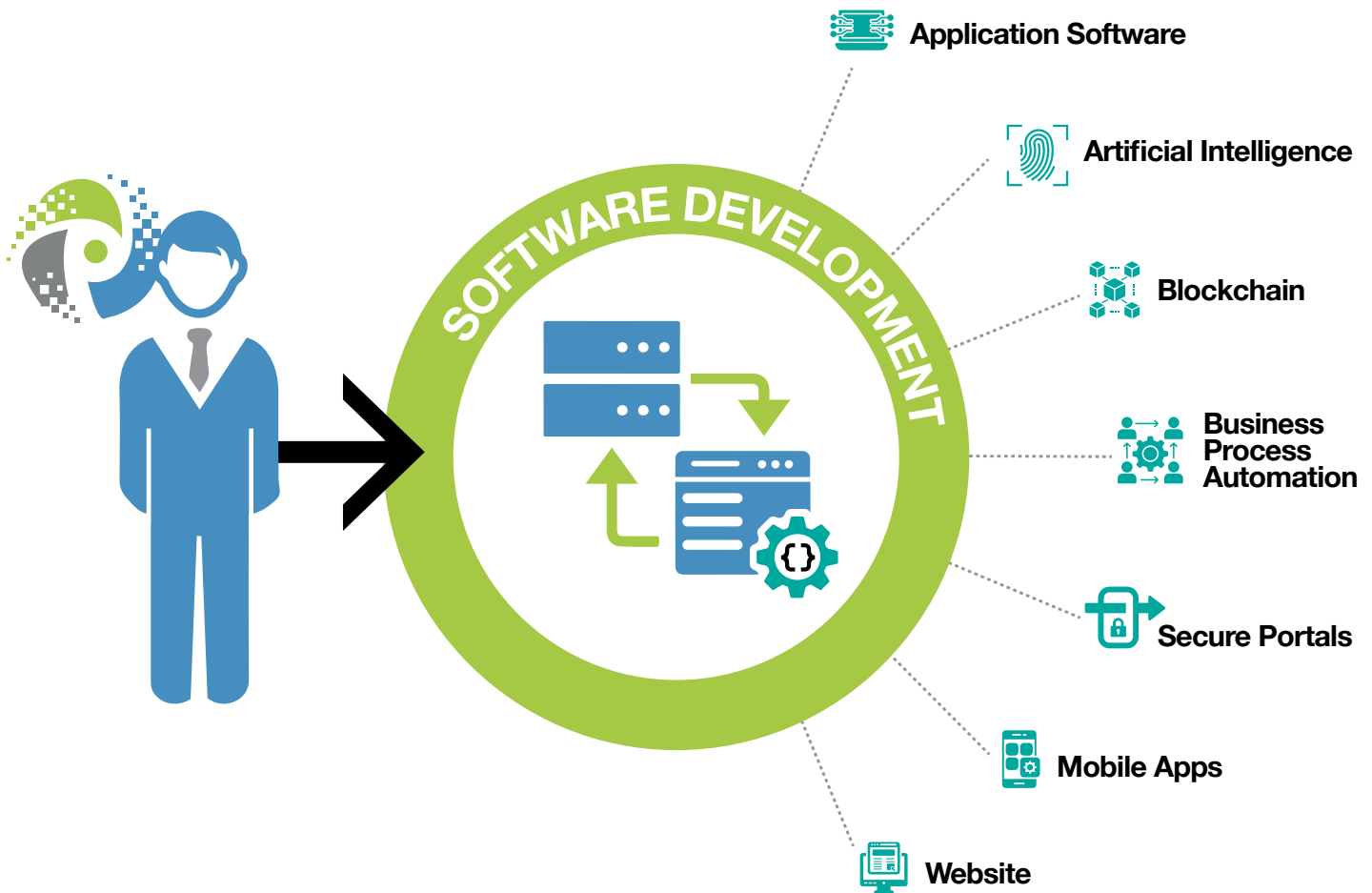
MARKETING DATA SERVICES



SERVICE AUTOMATION



SOFTWARE DEVELOPMENT





PRODUCT MANAGEMENT



PROJECT PLAN & ACTIVITIES



PROJECT PLAN & ACTIVITIES
CLIENT: WNC Healthcare Technologies
PROJECT: Phase 1 - SEO and Marketing Development
DURATION: 12 Months
November 21, 2019



- UE CONTENT
- UE DESIGN
- TECH/DEV
- PM
- UE RESEARCH
- BIZ DEV

PHASE 1 - ACTIVITIES



WHY PETRONELLA?

Because We Care!

Many other IT providers out there are just in it for the money. We TRULY care about our customers. When you are our customer, you are part of our family, and we treat you that way.



- No contract
- No fine print
- More 5 star reviews than our competitors **COMBINED**
- If we can't fix it, it's free...**GUARANTEED**
- 4 minute response time...**GUARANTEED**
- 12 month compliance guarantee
- Compliant Cloud Services with **ZERO** capital expense
- No fee antispam and antivirus
- 100% uptime...**GUARANTEED**
- Ransomware-proof guarantee
- 40% faster solutions
- 3x more reliable systems, faster, cooler...at **MAX** load
- Press on News & Observer, News14, NBC News
- Amazon Bestselling Author

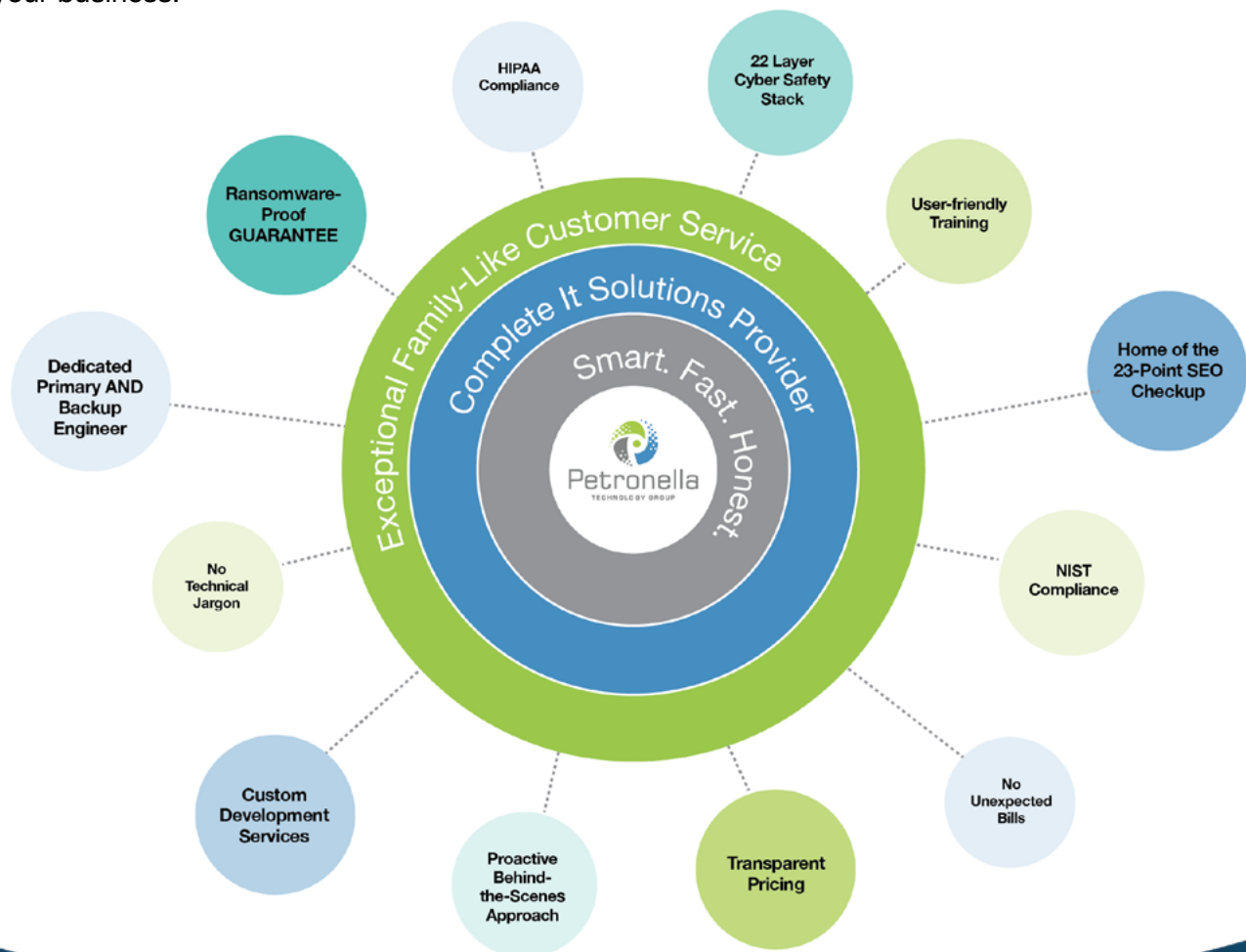


- Minimum 1 year contracts
- Bad news in the fine print
- Lack of good reviews
- You pay for diagnostics even if the problem isn't fixed
- Long response times
- Large initial capital expenditure
- Fees for antispam and antivirus
- Spotty uptime/regular downtime
- High danger of ransomware infection
- Slow system solutions
- Overheated, overworked, and underachieving systems
- Questionable credentials
- Shaky knowledge



WHAT SETS US APART?

- ➔ We have a proprietary formula that is custom built to your exact business needs. Our competition continues to try and figure out our process and formula, but continues to play catch-up.
- ➔ Our solution is truly one-of-a-kind and unique. It cannot be compared with anything else because there's nothing else like it. Anywhere.
- ➔ You could try one "of the other guys" and might get a cheaper price, but you would be getting a "generic" off the shelf band-aid instead of a custom-built solution crafted to the exact specs of your business.





WE'RE CERTIFIED!



Certifications

- ✓ MCSE - Microsoft Certified Solutions Expert
- ✓ MCDBA - Microsoft Certified Database Administrator
- ✓ CCIE - Cisco Certified Internetwork Expert
- ✓ CCNA - Cisco Certified Network Associate
- ✓ MCNS - Cisco Managing Cisco Network Security
- ✓ All VMware Certifications
- ✓ Citrix Certified Enterprise Engineer
- ✓ Citrix Certified Integration Architect
- ✓ Citrix Certified Administrator
- ✓ Citrix XenServer 6.5
- ✓ Citrix XenDesktop
- ✓ Project Management Professional (PMP)
- ✓ Unidesk Certified Professional
- ✓ Unitrends Backup Disaster Recovery
- ✓ PanoLogic / Thinspace
- ✓ Salesforce Certified Administrator
- ✓ Salesforce Certified Project Manager
- ✓ Zultys Certified Systems Engineer
- ✓ Hubbell Premise Wiring Certified Installer
- ✓ Proxim Wireless Certified Wi-Fi Engineer
- ✓ Digital Marketer Certified Content Marketing Mastery 2019
- ✓ Digital Marketer Certified Search Marketing Mastery 2019

OUR TEAM OF EXPERTS!

We are the “GO-TO” team of certified experts. Petronella Technology Group is more equipped than ever to help with cyber security, network cabling and power, Compliance, Blockchain, and Artificial Intelligence (AI). As we have from the start, we strive towards excellence in service and reliability, and have served over 2500 customers in 17 years of operation.



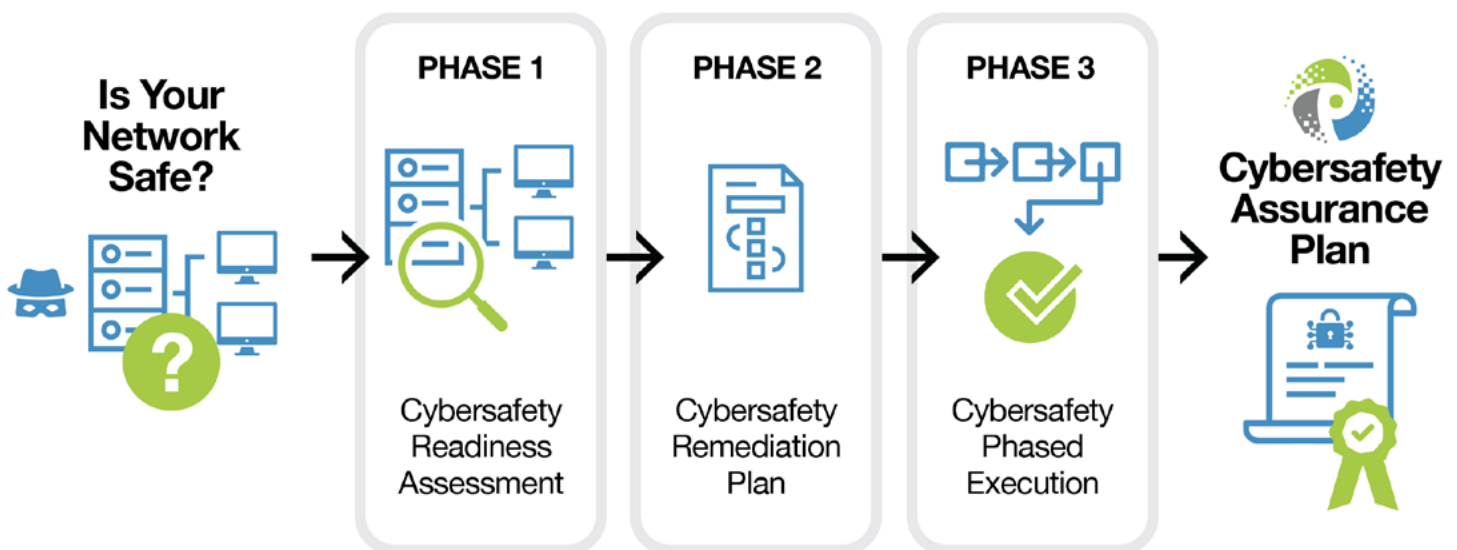
WE KEEP YOU SAFE!

When something goes wrong with your IT, everything grinds to a halt. With a standard break/fix service contract, you have to wait for something to break before your provider can fix it. That equation seems to make sense – even though it could easily result in hours of downtime. But what if you could keep your IT from breaking in the first place?

Petronella Technology Group, Inc. in Raleigh-Durham, NC specializes in managing business computer networks proactively, so we'll take care of any issues with your IT before you ever know there's a problem.

With Managed IT Services from Petronella Technology Group, Inc. in Raleigh-Durham, NC, you can expect:

- ➔ **Peace of mind** – your systems are monitored 24/7
- ➔ **Less downtime** – we identify and fix issues before they cause problems
- ➔ **Fewer disruptions** – we provide most services remotely or overnight
- ➔ **Predictable budgeting** - all-inclusive, all-you-can-use, flat-rate IT services that include hardware and software.



WE KEEP YOU COMPLIANT!

Petronella Technology Group, Inc. serves customers who are affected by security and compliance regulations across many vertical sectors in both public and private organizations. We understand that every industry and organization can be faced with unique IT challenges. We understand security and compliance.

Our expertise enables us to help clients navigate the requirements of their industry – such as HIPAA, HITECH, Sarbanes, Oxley, DFARS, and NIST – to find a solution that meets their needs. We will partner with you to design, implement, and support a solution that meets your specific requirements.

We should be fair, and say that at the time of this update, the organizations that enforce these compliance requirements don't know how to secure even themselves. But they will unleash their justice upon you, and it may feel more like their fury.

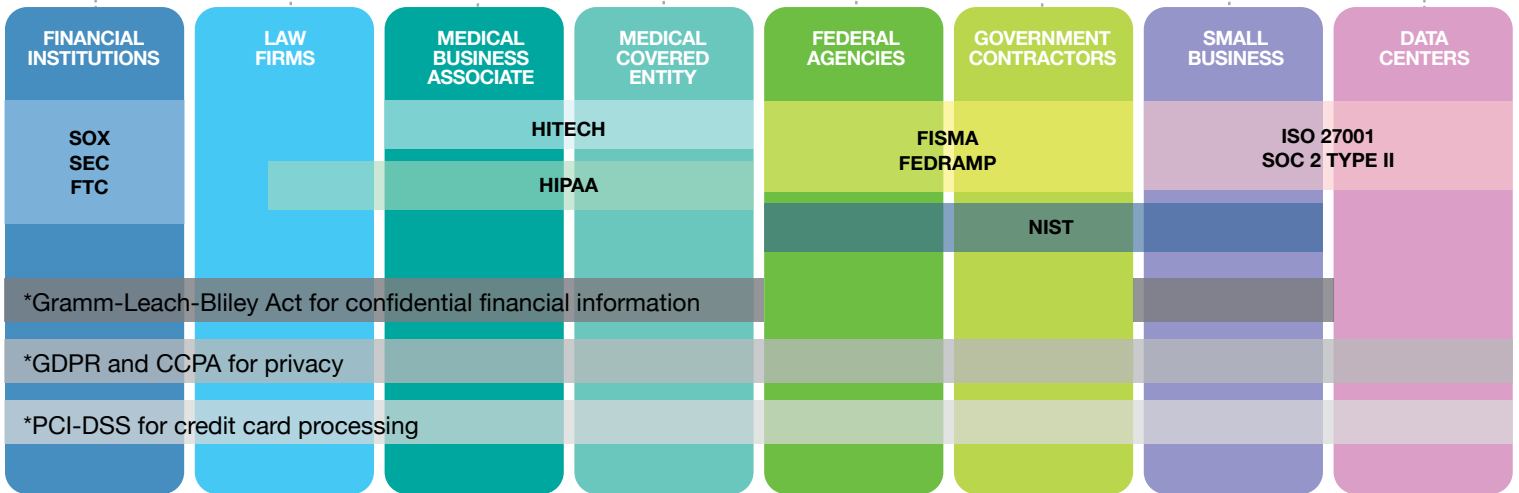


Petronella rises above the competition to keep you compliant

- Gramm-Leach-Bliley Act (GLBA)
- California Consumer Privacy Act of 2018 (CCPA)
- General Data Protection Regulation (GDPR)
- ISO
- SOC
- HIPAA
- HITECH
- PCI
- FACTA
- SOX
- FERPA
- Sarbanes-Oxley
- FDA 21 CFR Parts 11 & 820
- NIST SP 800-53 and 171
- FedRAMP
- COBIT
- SSAE16



WE COVER ALL THINGS COMPLIANCE!



CONFUSED BY HIPAA?

When it comes to HIPAA, Petronella Technology Group has you covered! We help guide you through the HIPAA maze with a unique layered approach.



STEP 1

It starts with a call

We will conduct a phone interview to see where you are with HIPAA compliance



STEP 2

HIPAA Toolkit Installation

We map your security controls to HIPAA policies and procedures



STEP 3

PTG's Security Checklist

We perform a thorough security assessment to check for HIPAA compliance



STEP 4

Third Party Assessment

We hire a third party to triple check our work for HIPAA compliance



STEP 5

Remediation & Certification

We remediate any unresolved HIPAA compliance issues, you receive your compliance certification and cybersecurity compliance insurance

A FEW OF OUR CLIENTS!

Fred Anderson **TOYOTA**
THE FAMILY STORE

MICHAEL JORDAN NISSAN
TEAM **23**

CHEVROLET CADILLAC
CLARK

CREE

PRESTON
DEVELOPMENT COMPANY

 **BD** Helping all people
live healthy lives

Apex Cary Insurance
...where YOU are the MVP

CAPITAL
READY MIX CONCRETE

 **THREE SHIPS MEDIA**
The New World of Emerging Media

 **RE/MAX**

eClinicalWorks

CHATHAM PARK

American Industrial
Heat Transfer Inc.
Manufacturer of Quality Heat Exchangers

 **SOUTHPORT MARINA**

 **CATLIN**
Engineers and Scientists

LEA aid

syngenta

SLEEPY'S
The Only Mattress Professionals

Rapiscan
systems
An OSI Systems Company

Valpak

MARCARI, RUSSOTTO, SPENCER & BALABAN P.C.

WHAT PEOPLE ARE SAYING!

The proof is in the pudding. Our customers are our number one source for proving that Petronella Technology Group is the IT company to go with. We have more 5 star reviews than our competitors...combined!



Top qualities: Great Results, Expert, High Integrity. I have seen Craig grow his business from when he first started with us as our IT Consultant. He is great person all around. Easy to work with, very conscientious on his work, and always willing to help. He has worked extremely hard and I'm glad to see the rewards of his hard work with his company expanding and thriving. His Top qualities are: Great Results, Expert, High Integrity.

Carl Anderson Fred Anderson Toyota Raleigh, NC



I would recommend him to any client who is looking for any IT help for their organization. I have worked with Craig with implementation of EMR (Electronic Medical Records) in the Durham area. He is extremely professional and very knowledgeable with the current technologies. He ensured that we never had any issues with the IT infrastructure at the practice and that was one of the primary reasons that the implementation went smoothly. He scored high points with his client and us with his professionalism and knowledge and I would recommend him to any client who is looking for any IT help for their organization.

Jaimin Anandjiwala Director of Enterprise Business Division eClinicalWorks EMR



Craig is very insightful and has the experience and expertise to fix any IT Support issue your company may run into.

Web Design and Marketing Agency in Raleigh, NC

WHAT PEOPLE ARE SAYING!



Petronella Technology Group, Inc. is responsive, professional, conversant and able to communicate extremely technical information in comprehensible terms. We have been working with Craig and his team for more than 16 years for all of our company's computer, network and IT Support needs in-house as well as for off-site offices. Everyone at Petronella Technology Group, Inc. is responsive, professional, conversant and able to communicate extremely technical information in comprehensible terms. Our confidence level has allowed us to recommend Petronella Technology Group, Inc. to long time business partners and associates.

Construction Company in Cary, NC



We appreciated the quick response time and excellent follow-up. We recommend them very highly. We are extremely pleased with Petronella Technology Group, Inc.. Our experiences working with Craig have always been excellent. You and your firm are able to diagnose and correct the problems very quickly and professionally. We appreciated the quick response time and excellent follow-up. We recommend them very highly.

Locksmith Service Company in Raleigh, NC



Craig is an absolute professional and a great pleasure to work with. I would highly recommend Petronella Technology Group, Inc. and constantly receive positive feed back on Craig and his company.

Sales Training in Raleigh, NC



Craig is a wonderful partner who follows through with great service and good value. Craig is a wonderful partner who follows through with great service and good value. His knowledge of systems sets him apart from anybody else.

Nicholas Smith Southeastern Managing Director Winmark Capital

[SEE MORE REVIEWS](#)

BREAKING NEWS!

We are frequently highlighted in the press for our technology service, innovative thinking and quality customer service. Here are just a few of the stories and articles:



- [Ransomware Targeting Small Law Firms](#)
- [Is Your Clients' Confidential Data Secure?](#)
- [Craig Petronella's New Book Hits 3 Amazon Best Sellers Lists](#)
- [Duke program allows patients track, share health data from phones](#)
- [State Websites Could be Vulnerable to Hackers](#)
- [Lenovo cuts include 230 people in Triangle](#)
- [Craig Petronella Announces Vital Steps To Take Against Computer Thieves](#)
- [Cybersecurity proves to be a necessity for owner of Durham's Cocoa Cinnamon](#)
- [Craig Petronella, Top Raleigh, NC Cyber Security Expert Tells You How To Keep Computer Thieves From Stealing Vital Company Information](#)
- [Shoppers Urged to Use Caution with Credit Card Purchases](#)
- [Small businesses must follow the law, report cybersecurity breaches](#)
- [Small-business owners need to understand and protect customers' and employees' data and intellectual property](#)
- [More Retailers Keeping Tabs on Credit Card Security](#)
- [Experts advise staying smart with personal info on the Internet](#)
- [Malware threatens small businesses' data, livelihood](#)
- [NC's March unemployment rate drops to 9.2 percent](#)
- [Careful with your backup drive's partitions](#)
- [Upgrades make great gifts for techies](#)
- [Irritating system updates often protect your computer](#)
- [Uninstalling programs during routine computer maintenance raises questions](#)
- [Sorting out the jargon](#)
- [N.C. MSP Spins Customers' Servers Back Online After Tornado](#)
- [Two Days After Being Hit by a Tornado, Petronella Computer Consultants Gets Destroyed Business Back Online](#)
- [Case Study: Cybersecurity Fix for Small Firm](#)
- [Wake County Leaders Trying to Get Out in Front of Wave of Ransomware Attacks](#)

BREAKING NEWS!



Craig Petronella ([Amazon Author/Bio](#)) the author of:

- [How Hackers Can Crush Your Law Firm: Why Law Firms Are At High Risk For A Cybersecurity Breach And What To Do About It](#)
- [How Hackers Can Crush Your Business: Why Most Businesses Don't Have A Clue About Cybersecurity Or What To Do About It. Learn the latest cyber security, compliance, laws and risk management solutions](#)
- [How HIPAA Can Crush Your Medical Practice 2nd Edition with new HIPAA rules and regulations for 2019.: Why Most Medical Practices Don't Have A Clue About Cybersecurity or HIPAA And What To Do About It](#)

Petronella Technology Group, Inc. Digital Magazines:

- Healthcare IT Security Magazine
 - [Digital Magazine for Apple devices](#)
 - [Digital Magazine for Google Android devices](#)
- [Healthcare Cybersecurity Today \(currently available for Apple devices only\)](#)
- [Healthcare Digital Marketing Magazine](#)



Petronella
TECHNOLOGY GROUP

COMMUNITY MATTERS!

At Petronella Technology Group we care and are proud to be supporters and contribute to the following organizations:

Because We Care!

SUPPORTER OF:

Grace Church - www.trygrace.com

Methodist Home For Children - www.mhfc.org

Leukemia and Lymphoma Society - www.lls.org

Light the way Gala - www.friendsofwakegal.org

Goodwill Community Foundation Global - www.gcfglobal.org

RAW Haiti - www.rawhaiti.org

MEMBER OF:

Home Builders Association (HBA) - www.nchba.org

Defense Alliance of NC - www.defensealliancenc.org

NC Healthcare Information and Communications Alliance (NCHICA) - www.nchica.org

American College of Healthcare Trustees (FACHT) - www.facht.org

Government Blockchain Association (GBA) - www.gbaglobal.org