

To provide a comprehensive review, I have evaluated **afsecure.com.au** through two distinct lenses: a technical SME (Subject Matter Expert) supporting a small firm, and a non-technical business owner.

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## Persona 1: The Technical SME

*Role: IT Manager or external technical advisor for a small business.*

### 1. Is it helpful?

Yes. From a technical standpoint, the site provides more than just "marketing fluff." The "Wall of Shame" and the blog posts (e.g., on Open Source and Windows 10 EoL) show that the team actually spends time in the trenches. The case studies are particularly helpful because they describe specific technical hurdles (like signal blackspots in tin sheds or implementing phishing-resistant MFA) rather than just saying "we do security."

### 2. Do you get a clear understanding of the offering?

It is very clear. I appreciate that you distinguish between **Network Infrastructure** (WiFi/cabling) and **Security Consulting** (CISO-level strategy). Often, firms conflate the two, but as a technical person, I want to know if you can actually fix my bad WiFi *and* audit my compliance. You've articulated both well.

### 3. Does it make sense or confuse you more?

It makes perfect sense. The site uses appropriate terminology (MFA, CISO, Architecture, Faraday cage) without being pretentious. I can tell the difference between your "hands-on" work and your "advisory" work easily.

### 4. Would you trust this business?

**High Trust.** Seeing that "Alex" has been a **CISO for recognizable Australian companies** is the ultimate trust signal for me. It's rare for an SMB-focused consultancy to have that level of pedigree. The fact that you list your ABN and a specific service area (Melbourne's western fringe) adds localized accountability that "global" faceless firms lack.

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## Persona 2: The Non-Technical Business Owner

*Role: CEO of a 15-person local business who just wants things to "work and be safe."*

### 1. Is it helpful?

Yes. The homepage speaks directly to my pain points: "Feeling overwhelmed by tech troubles?" and "protect your livelihood." It feels like you understand that my business is my life, not just a series of tickets. The map showing your service area is also helpful—I know immediately if you're a local I can call or a remote company that will leave me on hold.

### 2. Do you get a clear understanding of the offering?

I understand that you do "the internet stuff" (WiFi) and "the safety stuff" (Cyber). The case studies help me see myself in your work—for example, the Auto Maven 4x4 story about guest WiFi makes sense to me because I understand "customer experience" better than "network segmentation."

### 3. Does it make sense or confuse you more?

It makes sense, but some of the blog content gets a bit "wordy" for a busy owner. However, the main service pages are very clean. I like the "Our Difference" section—it tells me *why* I should hire you over a generic IT guy (your 40 years of experience).

### 4. Would you trust this business?

**Yes.** The site looks professional and "clean." It doesn't look like a template site from 2010. Seeing the names **Alex and Fabian** and their story on the "About" page makes me feel like I'm hiring people, not a corporation. I also trust the "Wall of Shame"—it shows you have a sense of humor but also that you know what a "bad job" looks like, which reassures me you won't do one.

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## Summary of Feedback & Suggestions

- **What's working well:**
  - **The "CISO" Credibility:** This is your strongest asset. Make sure that's prominent because it differentiates you from standard "Managed Service Providers" (MSPs).
  - **Case Studies:** They are practical and relatable. Keep adding these.
  - **The "Wall of Shame":** This is excellent content marketing. It's educational and engaging.
- **Minor Suggestions for Improvement:**
  - **The "Technical" vs "Business" split:** On the Services page, you might consider a small section like "Why your business needs this" for each service to further help the non-technical owner justify the cost.
  - **Frameworks:** For the Technical SME, explicitly mentioning "Essential Eight" or "NIST" on the security page could help them see how you align with Australian government standards for SMBs.
  - **Call to Action:** Your contact info is clear, but a "Book a 15-minute Discovery Call" button might lower the barrier for a nervous business owner who isn't sure if they are "too small" for your help.