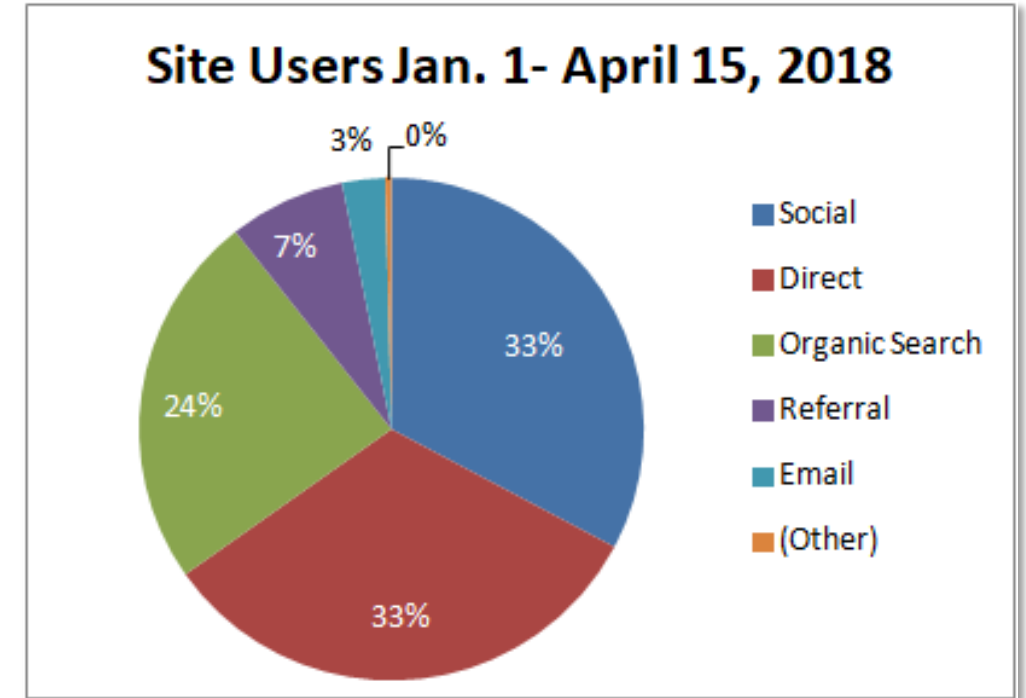# FSI Website Content Analysis

Steve Beller

FARSIGHT
SECURITY

Website Performance- 2018

- Overall traffic
  - Average 13K-15K page views per month
  - April is trending slightly lower
  - Evenly split between mobile and desktop
- Sources
  - Direct and social media account for 65% of all traffic
- Bounce rate
  - Overall bounce rate runs in the mid to high 70s
    - Mobile drives up overall bounce rate- 86%
      - Vs. desktop 69%
    - Social media has the highest bounce rate (85.9%)
    - Direct is only slightly better (82.9%)
      - Traffic enters through product pages (solutions/) and blog pages
  - 40% to 60% would be considered a good bounce rate

Site Users Jan. 1- April 15, 2018

3%	0%
7%	
24%	■ Social
33%	■ Direct
33%	■ Organic Search
	■ Referral
	■ Email
	■ (Other)

Top Page Performance- YTD

- Main page is the most popular
  - ~15% of all views
  - Bounce rate on this page is 57% and considered very good by standards
- NOD and DSNDB are the only product pages getting traction
  - Promoting via social
- Six of the top ten pages viewed are Farsight blogs
  - Represent ~22% of all views
  - Enter via direct and social media channels
- /Trial-api gaining quick traction
  - #7 on page views (94 since 4/6)
  - 8 confirmation pages served

Page	Pageviews
/	8,707
/solutions/dnsdb/	4,633
/solutions/threat-intelligence-team/newly-observed-domains/	4,324
/2018/01/17/mschiffm-touched_by_an_idn/	3,400
/2017/12/01/stsauver-dnsrecords/	3,078
/2017/12/20/bapril-newTLDs/	1,734
/2017/12/08/schwalbe-timelessgifts/	1,632
/2017/10/18/bapril-threathuntingtips/	1,367
/order-services/	1,266
/2017/11/17/stsauver-rdap/	1,182
Total	57,043

Marketing Assets- 2018

- Blogs are an opportunity for lead gen
- Passive DNS whitepaper not showing in the report
- Asset (lead) form pages account for 44% of all page views
  - 31,266 / 70,330
- 701 HS forms for asset download submitted YTD 2018
- Augmenting reporting to capture additional insights
  - Webinar views
  - HS asset pages in GA
  - Videos and PDF downloads in GA

Page	Views
info.farsightsecurity.com/threatconnect-and-farsight-researchers-tackle-a-grizzly-steppe	4,590
info.farsightsecurity.com/threatconnect-dnsdb	4,115
www.farsightsecurity.com/2018/01/17/mschiffm-touched_by_an_idn	3,500
info.farsightsecurity.com/blocking-tackling-dns-rpz	2,772
info.farsightsecurity.com/red-canary-casestudy	2,558
www.farsightsecurity.com/2017/12/01/stsauver-dnsrecords	2,387
www.farsightsecurity.com/2017/12/20/bapril-newtlds	1,366
www.farsightsecurity.com/2017/12/08/schwalbe-timelessgifts	1,280
www.farsightsecurity.com/order-services	1,240
www.farsightsecurity.com/2017/10/18/bapril-threathuntingtips	1,090
www.farsightsecurity.com/blog	1,014
info.farsightsecurity.com/playing-offense-with-dns	988
www.farsightsecurity.com/2017/11/17/stsauver-rdap	885
www.farsightsecurity.com/2017/12/12/kburke-misp	846
info.farsightsecurity.com/5-questions-oliver-friedrichs-phantom	808
www.farsightsecurity.com/2018/01/09/kburke-demistotrial	703
www.farsightsecurity.com/technical/passive-dns/passive-dns-faq	563
www.farsightsecurity.com/free-trial	561

Forms Submitted for Asset Download- 2018

- Webinars are the currently the most popular content downloaded
- New asset tracking will provide additional metrics
- Attrition from page views to form submissions provides an opportunity
  - Currently at 2%

Asset name	Page views	Form sub
Webinar- Playing Offense with the Domain Name System (DNS)	992	206
Block and Tackle 1-17-18 Webinar	4,652	144
Farsight Global Research Report- Domain Name Submission	368	91
Enriching Trustar Security Events with DNSDB	280	65
Lead Generation Whitepaper Red Canary 1-17	2,615	62
Agari and Farsight "Email Fraud and DMARC Adoption Report"	118	32
Passive DNS Whitepaper	93	24
November Webinar-ThreatConnect and Farsight Researchers Tackle a Grizzly (Steppe)	4,652	13

Competitive Sites- RiskIQ

- Solutions organized by role (CISO, SOC), purpose (incident response, brand protection) and industry
  - Allows content to be organized (tuned) in same manner
  - Example- CISO solution:
    - Learn about the threat landscape (Forrester Teport, RiskIQ Moblie Threat Report)
    - Learn about digital threat management in 60-second video
    - Learn how RiskIQ platform helps business see, manage, and mitigate risk
    - Related role appropriate resources
- Numerous analyst reports provide 3rd party credibility
  - Forrester, IDG, Frost and Sullivan, Ovum
- "Heavy" content is gated
- Variety of types and styles of content
  - White papers, analyst reports, research, data sheets, infographics, solutions briefs, case studies, webinars, videos, how-to videos, blog
  - Much of the content appears to be repackaged in order to let visitors consume the information they want in the manner they choose
  - Blog written in much the same level of technical detail as Farsight blog

Competitive Sites- TheatConnect

- Using lead flows (pop-ups) to push assets
  - Live product demos and blog registration
- Combination of gated and non-gated assets
  - More serious documents gated and abundant of non-gated content
  - "Lighter" content seems to apply to C-suite or demonstrate credibility and move through decision process
  - Strategy consistent across the gamut of assets
- Case studies and whitepapers
  - Industry based (oil and gas, government, financial services) and/or function (SOC)
- Datasheets provide high-level graphical introduction to products
- Webinars available on YouTube channel
- Videos are 3-10 minute product demos and tips
- Blogs
  - Appear to be targeted at the manager level with hyperlinks to deeper content
  - Published approximately weekly

Common Keywords for Inclusion in Content

- Passive DNS
- Passive DNS data
- Passive DNS database
- Stix taxii
- Security automation (and orchestration)
- Cyber security
- Cyber threat
- Threat intelligence feeds
- Threat analysis
- Threat intelligence tools
- Threat detection tools
- Threat grid
- Threat intelligence platform

- R-cisc
- Threat feed(s)
- Digital threat management
- Digital footprint
- Brand protection
- Phantom threat
- Cisco umbrella
- SIE
- SIEM
- Phantom threat
- Domain tools
- Blacklist

Additional Terms for Content

- Following list was compiled from content on competitive sites and run through Google Trends to indentify interest in these topics
  - Terms consistently scored above average in search (75th percentile or better) over the last 12 months

- Ransomware
- Phishing
- Blacklist
- Bad actors
- DNS lookup
- Digital forensics
- Incident response
- Network security

- Risk profile
- Security policies
- Digital risk management
- Takedown
- Open source intelligence
- DMARC

Recommendations

- Improve the mobile website experience to reduce the bounce rate
- Add calls to action on blog pages to increase page views and generate leads
- Leverage Lead Flows in HS to provide pop-up call to action for key content like newsletters and webinars
- Develop and organize new content by role, industry, and purpose
  - Increase variety and style to meet customer preferences, build reputation, and deliver leads
    - Analyst reports, research, data sheets, infographics, solutions briefs, short videos, C-suite blog
- Include recommended key words to improve SEO and drive traffic
  - New web assets and site verbiage
- Un-gate older or "light" content to increase audience engagement

Keywords- Farsight

- **Passive DNS**
- Paul Vixie
- Newly observed domain (s)
- DNSDB
- DNS zone walking
- Farsight DNSDB
- Rrset
- **PassiveDNS**
- **SIE**
- NMSGtool
- DNS rdata
- Passive DNS replication
- IP hijacking

- Threatconnect address
- SMTP srv record
- Nmsg
- DNS walk
- **Passive DNS database**
- Base channel
- Farsight scanner
- Map points by IP list
- **Brand** domain name
- Passive DNS lookup
- Fortigate newly observed domain

Keywords- ThreatConnect

- Wayback machine
- Security automation
- **Stix taxii**
- Open source threat intelligence
- **Security automation** and orchestration
- **Cyber threat**
- **Threat intelligence feeds**
- Reversing labs
- Domain tools
- Security orchestration
- **Threat analysis**
- Open source threat intelligence feeds
- Cisco threat grid
- Flashpoint security
- **Threat grid**

- **Threat intelligence** tools
- **Threat detection** tools
- Percipient networks
- **Phantom cyber**
- Blackenergy malware
- Diamond model threat intelligence
- Open source threat intelligence
- **Threat intelligence platform**
- Cyber security terms
- **R-cisc**
- Flashpoint intel
- **Threat feed(s)**
- Flashpoint darkweb

Keywords- Competitors

Risk IQ

- Passivetotal
- **Passive** total
- **Brand protection**
- Mihanwebhost
- **Digital footprint** report
- Social media threat detection
- Curvage
- **Digital threat management**
- Social media threat intelligence
- External threats
- Vapecrawler
- Leafdns
- Domain shadowing
- Blacklist - ecommerce

ThreatQuotient

- **Phantom threat**
- **Threat intelligence platform**
- Phantom incidence response
- **Phantom security**
- Polarity security
- Homograph attacks
- **Threat intelligence feeds**
- **Cisco umbrella splunk**
- Phishme intelligence
- Carbon black threat intelligence feeds

Keywords- Competitors

OpenDNS

- **Open DNS**
- Flush DNS
- **Cisco umbrella**
- DNScript
- Cisco DNS

Spamhaus

- DNSbl
- IP **blacklist** check
- Pbl list
- Block list
- Spam list
- Domain blocklist
- Dbl blocklist

PassiveTotal

- **Passive DNS**
- Maltego transforms
- passiveDNS
- **Passive DNS data**
- Intel471
- Crits
- Passive DNS database
- Misp
- Web crawl

Keywords- Competitors

Anomali

- Threatstream
- Wanacry
- **Threat intelligence platform**
- Modern honey network
- Threat stream
- **Stix taxii feeds**
- **Taxii**
- Increase security posture
- Threat management
- **Threat feed(s)**

Trustar

- **R-cisc**
- Dark reading
- Dark reading cyber security

Splunk

- **SIEM**

Hubspot Pages Viewed- 2018

Page	Views
www.farsightsecurity.com/	8,394
info.farsightsecurity.com/threatconnect-and-farsight-researchers-tackle-a-grizzly-steppe	4,590
www.farsightsecurity.com/solutions/dnsdb	4,216
info.farsightsecurity.com/threatconnect-dnsdb	4,115
www.farsightsecurity.com/solutions/threat-intelligence-team/newly-observed-domains	3,964
www.farsightsecurity.com/2018/01/17/mschiffm-touched_by_an_idn	3,500
info.farsightsecurity.com/blocking-tackling-dns-rpz	2,772
info.farsightsecurity.com/red-canary-casestudy	2,558
www.farsightsecurity.com/2017/12/01/stsauver-dnsrecords	2,387
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www.farsightsecurity.com/order-services	1,240
www.farsightsecurity.com/about-farsight-security/team	1,115
www.farsightsecurity.com/2017/10/18/bapril-threathuntingtips	1,090
www.farsightsecurity.com/blog	1,014
info.farsightsecurity.com/playing-offense-with-dns	988
www.farsightsecurity.com/about-farsight-security	902
www.farsightsecurity.com/2017/11/17/stsauver-rdap	885
www.farsightsecurity.com/about-farsight-security/partners	881
www.farsightsecurity.com/2017/12/12/kburke-misp	846
info.farsightsecurity.com/5-questions-oliver-friedrichs-phantom	808
www.farsightsecurity.com/about-farsight-security/jobs	776
www.farsightsecurity.com/solutions	746
www.farsightsecurity.com/2018/01/09/kburke-demistotrial	703
www.farsightsecurity.com/technical/passive-dns/passive-dns-faq	563
www.farsightsecurity.com/free-trial	561