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## President's Message

**Dear Colleagues,**

A happy new year to all the CII members! I wish you all have a year full of happiness and success in your personal and professional lives. I thank one and all for the support and assistance you accorded me in the past 11 years.

Three months ago, I took up the presidency of the CII and have determined that in this term my principal aim will be to improve our synchronization in every probable manner to make us better equipped with efficient team work to respond to the new challenges for a brighter future of the CII.

I have recommended to all the Committee Heads that they should ensure that every member of their Committee should



***“Together, we can work on the best solutions to the challenges we face as an organization/ industry.”***

participate/contribute to their Committee actively and hence every member should be assigned tasks/responsibilities accordingly. Additionally, I have suggested them that their three months plans should be prepared and shared with the Board members well in advance so that Board members can also proactively contribute to these Committees. It is also recommended that Committee Heads should thoroughly review implementation of their plans and share their reviews with the Board members on monthly basis.

2020 promises to be an exciting year and I'm looking forward to working with you all – as individuals, organizations and experts. Together, we can work on the best solutions to the challenges we will doubtless face as an organization/industry. As part of that I'll be focussing on initiatives, in the coming year, including:

- i) Building on the activities identified as 'of great value to members' in feedback from our recent Members' survey. These include our popular events which keep members up-to-date with the latest developments, and provide great opportunities for professional networking.
- ii) Ensuring we continue to provide the right services to meet the needs of existing members and to attract and engage new members worldwide.
- iii) Making sure that the CII remains a viable organization for our young professionals.

I once again wish one and all at the CII, a very happy, healthy, peaceful and prosperous New Year. With the advent of the New Year, I welcome new hopes and aspirations to make a better tomorrow.

Yours,  
**Sachit Kumar**  
 President, Council of International Investigators

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## *Letter from the Editor*

Dear Fellow Members:

Congratulations, you made it! The future has arrived. Granted, I'm not telepathically transmitting this missive from a martian colony, and I don't plan to ride my hovercraft to the upcoming Charleston Regional Meeting. But in many other ways (it is 2020!) it feels that the future is indeed here. Especially as more individuals are empowered by the information age to find their own answers to the questions that plague their individual and business decisions, and as increasingly powerful surveillance technologies make their way to the masses, we investigators continue to trudge through our age old debacle of simply staying relevant.

Okay, okay- maybe we *can't* outperform some of these new technologies, but if we're doing our homework, I am optimistic that we can creatively optimize this tech wave as part of our suite of offerings. One example of this theory is my use of web analytics research to help establish a sense of valuation or market traction for a company or organization. For more on that, see my article on adding web analytics to your due diligence investigations toolkit.



In the meantime, now's the time to transfer all of your 2019 credit card points into airline miles- because *2020 is bringing some truly excellent opportunities for networking and professional development in the form of amazing regional meetings and an AGM in sunny Texas!* As for an example of the information the AGM might arm you with? Well, if you missed the 2019 AGM's informative discussion on cross border investigations in Africa, the highlights and insights provided by Howard Griffiths are nicely recapped within this issue. And with 32 new members accepted in

2019, the wealth of experience and knowledge you can tap into as a member is ever growing.

Best regards,

Lauren Colley Sowers, Editor

# CII IN 2020

## MEMBERSHIP NEWS

Already in 2020, we welcome one new member and welcome back a previous member. Our first Affiliate Member for the new year is *Daniele Rizzetto* of AEG Srl based in Venice Italy. Retuning to CII membership is *Dr. Hugo Harmatz* of New York City.



Our current membership continues to grow and is at an all-time high of 414 with the following breakdown.

Certified:	346
Qualified:	24
Senior:	21
Emeritus:	4
Honorary:	6
Affiliate:	11
Associate:	2

### 32 members in The Class of 2019!

CII's membership continues to flourish with 32 new members accepted into the ranks after careful vetting by Galen Clements, with help from regional directors and member comments. Our 32 new members came from sixteen different countries, which speaks well for our diversity and world-wide coverage.

We again welcome our newest family and look forward to many years of participation in CII.

## *The Class of 2019 are:*

Azupardo, Robert	Philippines
Bazikalov, Roman	Canada
Bello, Oscar	Nicaragua
Benitez-Acuna, Julio	Panama
Bercovici, Adam	USA
Buddha, Sameer	India
Calabrese, Nino	Canada
Cerrecabe, Thomas	Switzerland
Chong, Dream	PRC
Davey, Colin	Nepal
Fields, Chris	USA
Gowin, Wallace	Thailand
Ho, Siu Keung	Hong Kong
Kowalkowski, Robert	USA
Lam, Robert	Hong Kong
Lee, Steve	Korea
Lee, Steven	USA
Lerner, Rusty	Thailand
Mackovjak, Jennifer	USA

Maguire, Patrick	USA
Marcusanu, Mihai	Romania
Mastromarco, Joe	Canada
Nanos, Jim	USA
Nathan, Eric	USA
Newman, Jose	USA
Polling, Stephen	Poland
Quish, Patrick	USA
Romaro, Armando	USA
Sesma, Isabel	Spain
Schintu, Angelino	Japan
Warton, Andrew	Australia
Wiggs, Sebastien	USA
Williams, Dave	USA

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## **DID YOU KNOW:**

SOME ANALYSTS ARE PREDICTING A HIGHER-THAN-AVERAGE SUCCESS RATE FOR FRAUDSTERS TO PASS OFF BAD DATA AND PAYMENTS BECAUSE OF THE YEAR? USING “20” AS SHORTHAND FOR 2020 MAY BE BAD PRACTICE, AS IT’S EASILY ADJUSTABLE TO “2019” OR ANY “20” YEAR OF CHOICE. TO AVOID THIS, SIMPLY WRITE OUT 2020 WHEREVER POSSIBLE.

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# MEETING NEWS

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## *AGM Slated for Texas in 2020*

Many of us realize that the best way to leverage the value of CII membership is to attend one or more of the many meeting and seminars CII sponsors throughout the year. Last year, we hosted four regional and one annual meeting all over the world, in Thailand, Costa Rica, Chicago, Belfast, and Milan.

In 2020, we are planning regional meetings in Charleston, South Carolina, USA, March 12-14; Algarve, Portugal April 23-25<sup>th</sup> and Colombo, Sri Lanka May 14-17. Each of the regional meetings has a very reasonable registration fee of less than US\$200 and are scheduled partially over a weekend so as to minimize time away from the office. That being said, they are a bargain for the price as they include plenty of networking time as well as educational seminars where you can pick up those needed CEUs.

Of course, our premier event is always our Annual General Meeting, which is held in the fall, this year September 8-12. Each year, over 100 CII members and friends attend



The Alamo, famous battle site in Texas, neighboring the 2020 AGM Site

(Image Source: Wikimedia Commons)

what is undeniably the most festive, fun filled, and at the same time, educational event in our profession. This year, our meeting is in the wild west of San Antonio, and our host, **Kelly Riddle**, has already made several great choices. First, our venue is at the venerable Hotel Menger, which is the oldest hotel in the US, west of the Mississippi River. This hotel is historical in other respects, as it is where Teddy Roosevelt recruited his Rough Riders.

The bar where he did his recruiting is still standing and awaiting CII Rough Riders. The Menger is directly across the street from **The Alamo**, the world-famous mission and battle site from the

Texas Revolution. Kelly has arranged for our group to have a private dinner and tour of The Alamo, an event you won't want to miss. We are also planning exceptional spouse tours and outings, an outstanding seminar lineup and much more.

**So, keep an eye out for registration links for each of these events coming soon to the CII website and over the listserv.**

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## *Regional Meeting Spotlight:*

### Charleston, South Carolina, USA, 12-15 March 2020

It's happening! CII will be holding a Regional Meeting in historic Charleston, SC from March 12-15 at the wonderful Francis Marion Hotel in downtown Charleston. Attendees should plan to arrive Thursday the 12<sup>th</sup> as a preliminary schedule calls for a networking happy hour, and fantastic seminars on Friday and Saturday featuring seminars on the use of drones in investigations, "deep fakes," and more.



You will be treated to a sunset cruise around Ft. Sumter and Charleston Harbor and plenty of comradery. Attendees should reserve their hotel rooms **ASAP** as Charleston is busy in the spring and we need all the space we can get! Using the link here ([Francis Marion Hotel Registration 2020 Regional Meeting](#)), enter the code "IDDLS" to register.

The Francis Marion Hotel in Charleston

(Image Source: Wikimedia Commons)

Registration will be available on the CII website the week of January 20<sup>th</sup>! In addition, for those wishing to see Charleston before or after the conference, the Francis Marion is extending a special discounted rate to CII members (contact the Francis Marion and mention "Council of International Investigators" meeting for more details).

## *Regional Meeting Spotlight:*



### Europe & Africa Join us in sunny Algarve, Portugal 23-25 April 2020

The Europe & Africa joint CII Regional meeting will be held at the 5\* hotel Real Marina Hotel & Spa in Olhão in Algarve. Members and guests are most welcome to this amazing place!

The meeting will start with dinner in Olhão

Thursday evening. Local, traditional, easy going and great Portuguese food of course. And then, Friday morning it's time for seminars. Our first topic is about investigations in the Iberian Peninsula region, a lot more complicated than it may seem at first glance. There are 3 countries (Portugal, Spain and Andorra) and Gibraltar which is a British Crown Colony with an added twist as Brexit presumably will affect Gibraltar. Our second seminar topic; trafficking, is a difficult subject but a very important one that affects both Europe and Africa. For our seminars we'll have expert input from our colleagues from Portugal, Spain and South Africa. And we also hope to have an opportunity to listen to the



excellent presentations held at the AGM in Milan by Toine Goorts on PTSD and by Paddy Beiner on OSINT. This means we'll be aiming for almost a full day of learning.

After seminars we'll enjoy our Friday dinner at our hotel, the amazing 5\* Real Marina Hotel & Spa and we'll wrap it all up with outings on Saturday for those that can stay on.

The hotel is perfectly situated on the beach and a stroll away is the promenade with cafés and restaurants, as well as the lively market. Olhão is small and quaint with a fishing harbour, and nearby you can find sea-salt manufacturing and perhaps you'll also find time to learn about cork-trees and the ancient cork-industry! There will be many options for an interesting Saturday tour and we'll be back about these details later. Our hotel offers us special rates 3 days prior to, and after, the meeting so that you're able to enjoy Algarve for an extended weekend if you can stay for a bit. There will be several options for rooms, including mini-flats with 1 or 2 bedrooms.

How to get here? Many carriers fly direct to Faro in Algarve. Faro International airport is about 40 minutes away from Olhão with taxi and we'll have a good rate for hotel transfers lined up for you. Depending on where you fly from, you might need to stop in Lisbon on your way and that could be an excellent idea for a layover. Lisbon is a beautiful city!

The regional meeting is an excellent opportunity to meet, learn and discuss with international colleagues – so do come, and bring colleagues. Guests and potential CII members are most welcome to join!

Check the CII website to register – and do not wait too long as the hotel's special rates are only valid for a certain period of time. [https://www.realmarina.realhotelsgroup.com/en/gallery#.XgRqI\\_xwF\\_A](https://www.realmarina.realhotelsgroup.com/en/gallery#.XgRqI_xwF_A)

Welcome! - Carolina Bettencourt

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## *Region 12 Holiday Party Recap*

Over 20 members from Region 12, mostly from the Bay Area joined together for a Holiday Dinner on Friday, December 6<sup>th</sup>. This dinner is becoming a tradition and continues to grow each year.

Here is Regional Director, Barbara Burr's summary of the fun night:

In spite of my failure to have everyone stand and introduce themselves, I saw lots of talk between old friends, people meeting and making new friends, and heard the happy rumble of of people having a good time last night."

The originator of the Region 12 CII Holiday Dinner is **Nancy Barber**, so we send special accolades to her. The person that made the event possible was **Steve Levine**. His quick thinking (while I was still lingering in Milan) got us the room and helped with all the plans/actions that followed.

The generosity of **Jeff and Roseann Williams** to include spending time with us as part of their schedule truly lifted our get together to another level. Jeff's wisdom about what you are likely to find in doing non-Western world investigations was provided as a realistic "heads up" for those at our gathering who may be considering doing international investigations. As our world shrinks, commercial business and personal business increasingly involves multi-country research and work that the CII network of members can be the difference in how effectively you can meet the challenges that presents.

**Thank you** to all who came.

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## **OPPORTUNITIES TO REACH THE CII AUDIENCE**

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### **ADVERTISING AVAILABLE ON CII WEBSITE & IN THE COUNCILOR**

There are currently three spots open on the CII website for members only who may be interested in promoting their business at a very reasonable rate. For just US\$250 you can have your logo prominently displayed on the homepage of the CII website, with an appropriate tagline and most importantly, a link to your website for three months. Renewals are discounted to \$200 or even less for long term commitments.

According to Google Analytics, our site receives **thousands** of visits per year, many are potential clients so why hide your light under a basket?

To place your ad, click here: [Website / Councilor advertising form](#).

We are also accepting a limited number of display ads on the Councilor. ½ page ads are \$125 per issue; ¼ page ads \$75, and business card inserts \$50. We can help design your ad if need be.

***Space is limited and ads are accepted on a first come, first served basis. For more information contact Steve Kirby at the CII office [skirby@cii2.org](mailto:skirby@cii2.org)***

## Outreach and Networking News

### ABL / Integra

Slowly but surely, our relationship and synergy with the Alliance of Business Lawyers (ABL) and Integra International continues to grow and bear fruit.

**Stefano Candela**, an ABL member from Milan, Italy presented a seminar to CII members at our AGM last October. In turn, CII Board Member, **Nancy Barber**



(left) gave an outstanding presentation to ABL members at their annual convention in San Francisco later the same month. CII and Nancy received a note of appreciation from the ABL, which in part reads, *“On behalf of ABL I want to thank you for the outstanding presentation you provided at the 40th ABL conference recently held in San Francisco. Your presentation was very well received. We appreciate you sharing your time, talent and expertise with us.”*

**Jeremy King** and **Ryan Colley** took time to attend Integra’s meeting in Washington

DC in November. Thanks to our three members for taking the time to promote CII and our members talents to these two groups.

There are currently negotiations in progress to expand our relationship with both groups and hopefully pull in more professional associations (i.e. human resources, consultants, banking, etc.). We aim to increase our inter-discipline relationships and optimize our business opportunities. In accordance with that vision, CII has agreed to participate in developing a strategy with ABL and Integra to maximize the benefits of our relationships. We are the only international investigator association actively building relationships so broadly across industries and associations.



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# AGM EDUCATIONAL SPOTLIGHT

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## A RECAP ON THE DISCUSSION OF SUCCESSFUL CROSS BORDERS INVESTIGATIONS (CBI'S) ON THE AFRICAN CONTINENT

*MD Howard Griffiths – who is a Council for International Investigators (CII) Board Member was asked at CII's recent AGM to comment on the manner in which his company usually approached and conducted cross border investigations in Africa.*

The issue was an agenda item and relevant at the AGM due to the perennial difficulties and challenges experienced by CII members world wide who endeavored to ensure successful results when responsible for CBI'S, specifically in African countries. It was determined necessary to unpack the reasons for these difficulties.

Howard reported that 'the results of the panel discussion were extremely informative and useful as they helped to focus attention on the real crux of the many associated problems and enabled panel participants to take away practical guidelines for their future CBI'S in Africa'. He went on to say, 'clearly it was useful to initially define what was meant when referring to a CBI because an investigation or due diligence assignment in general could and of course often does, mean a multitude of different things each with potentially different objectives and specific deliverables and therefore approaches - for example a murder, a theft, a fraud, a forensic issue, a physical security audit, an HR and/or staff issue, a politically associated organised crime issue, etc.'

An additional difficulty Howard emphasised 'Is the one created by any requirement for the investigation to be conducted discreetly or covertly, as this implies an ability to fly under the radar. This is onerous enough, because of the increased difficulties in establishing reliability of source information or corroborating source information, in a familiar

environment or on home ground, but usually impossible in cross border situations without local support.

Whilst these variables are standard investigation issues and apply equally to at home or in country investigations and due diligence assignments where experienced investigators understand their own environments very well and have well defined support structures, proven procedures, access to open source and other sources of data and information together with connections – personal, commercial and political - to ensure that appropriate methodologies are used and successful outcomes achieved, the additional cross border dimension is

***“Going Local”  
is an absolute  
imperative.***

***Howard  
acknowledged  
an absolute  
requirement  
to have local  
contacts in  
each case.***

where the difficulties arise very quickly, i.e. investigators find themselves a fish out of water very quickly.’

The cross border dimension said Howard, ‘Simply means that the investigation or a part thereof has to be completed in a foreign country not necessarily contiguous with the investigators home country. And, in most cases, the investigator will not be sufficiently qualified from a culture, experience, language, general support structure, access to data

and information sources, knowledge of legal or statutory restraints applicable to investigations or connections point of view to go to that country and successfully complete the investigation – whatever its nature, without local assistance i.e. boots on the ground or friendly representation.

In certain African countries, depending on the nature of the investigation, it can be personally dangerous for an investigator out of his/her depth to flounder around in an ignorant

manner and come to the attention of authorities or criminals with potentially unpleasant consequences. ’

At this stage Howard indicated that ‘the practical solution to ensuring successful CBI’S should by now be more evident as it became so to CII panel members. Investigation Companies with well-designed CBI protocols coupled to friendly representation or close contacts in the foreign country concerned will more often achieve positive outcomes than those ill prepared or not prepared at all. It is simply not possible, save in some specific circumstances – usually where the investigator is joining a local team to provide specific expertise such as cutting edge security technology or security related IT, for investigation companies to rely on procedures and resources used for domestic investigations. CBI procedures must be customized to suit circumstances for each individual foreign country concerned to comply with different local laws and to respect diverse cultures and customs, access to data and information and contacts, etc.

It is a serious error to think that investigation circumstances in African countries are uniform or similar to those in South Africa which, in some access to data and information respects, is the equal if not better than other similarly developed economies. For example South Africa has well established commercial (since 1901) and consumer (since the early 1950’s) credit bureaux, a national ID system, a National Property and Bonds ownership data base, a national Companies Registration process and data base and other institutions where reliable information about persons, businesses and property is available albeit in terms of access controlling legislation.

It has only been over the last two decades or so that the World Bank affiliate, the IFC, has been, in conjunction with established credit bureaux vendors in developed countries – including those in South Africa - conducting a project to specifically encourage the establishment of similar institutions in economically under developed countries - including in Africa - with varying levels of success in terms of the

transition from no aggregated national consumer, commercial or property ownership data available to more acceptable levels of availability. Although the primary motive for this project may have been to provide the circumstances suitable for the extension of consumer and commercial credit and hence enable national and per capita GDP economic growth and the reduction of poverty levels in the under developed economies, a by-product of the information data bases thus established, has been access to this information and data, for legitimate purposes, that significantly benefits investigations businesses thus improving the chances of successful CBI'S.'

Howard emphasised however, that 'even these positive developments were always far better utilised by locally established organisations with legitimate access than attempted periodic ad hoc usage by external entities without legal subscriber status. It is not surprising therefore , to note that all organisations which have any permanent interest in conducting business in African countries have local representation e.g. auditing, insurance and legal firms, NGO'S, Diplomatic Missions etc. Journalists have established close correspondents in each country. The CII mission in Africa is to have members in each country to provide the necessary local , eyes and ears and boots on the ground support required by CII members worldwide.'

Howard concluded by saying that SSC is the oldest privately owned and managed Security, Investigations and Intelligence business in South Africa, and has a proven track record on the continent with varying assignments whether covert or overt in nature. SSC has been successful because it recognises the realities of the restraints and circumstances on the ground in each separate country in Africa and the absolute requirement to have reliable local contacts in each case.

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# RESOURCE CORNER

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## *Update Your Toolkit for 2020:*

### **BOOST YOUR REPORTING WITH WEB ANALYTICS**

By Lauren Colley Sowers

Recently, I was tasked by a client with determining what parts, if any, of an individual's resume were legitimate. The candidate boasted huge "deals" on the horizon, claiming that Fortune 100 companies were chomping at the bit for the product he was involved in developing and marketing.

One problem remained: we could find no instance in which this product appeared to be implemented, mentioned, or used by any of the companies in question. There were no press releases regarding the advancement of the product, the candidate, or the company itself. All of the companies were carefully selected by the candidate, in that their marketing efforts are worldwide and truly all encompassing-- thus too big to reasonably "prove a negative"-- that the candidate *didn't* have a deal going with them.

A news article from a past investment product offering involving the candidate (which was later widely suspected to be a very subtle form of fraud) involved similar boasting, in which the candidate was quoted as saying he would not be providing contacts within the Fortune 100 companies to verify their connection to him for the purpose of the article, but that the reporter could reach out to the massive companies herself to determine his connection to them. To me, it looked like a nice way of saying, "You can't prove I'm lying without months of legwork, and I can easily finish my scam in that timeframe! Enjoy your fishing expedition!"



*Stilt fishing, termed as ritipanna, is a traditional fishing method practiced by fishermen along the Southern coast of Sri Lanka*

*Source: Wikimedia Commons*

The client's budget and timeline didn't allow for me to spend a year fishing for a negative (whose would?). But it isn't sufficient to simply report: *This company doesn't appear to have the deals going and the traction they claim to have.* I needed a number or two- some sort of tangible effort to report.

*Enter: web analytics.*

Using analytics and traffic research, I was able to determine that the website offering the product in question was essentially a non-starter. The traffic to the website was so extremely minimal, and so completely restricted to one particular Eastern European country, that the likelihood of that business interacting with the worldwide marketing departments of Fortune 100 companies was basically nil.

- If the candidate was, in fact, implementing powerful technologies with the biggest beverage and technology companies in the world, then the

individual decision-makers signing big contracts at those companies would all have had to travel to that particular Eastern European country to do their extremely minimal interactions with that company's website and make their decisions all within the expanse of about a month, and then never take another look or share that company's website again. Unlikely.

- If these massive deals were legitimate, would the “bounce rate” - meaning the percentage of unique visitors who leave the website after viewing *only one page of the site*, be roughly 100%? Unlikely.

**Nope, it's not definitive proof.** But when all other avenues fail, it's a decent litmus for legitimacy. If a company claims to operate at world-class levels, then decision-makers at all levels of the companies they do business with will be interacting with their websites beyond one page click, beyond one country or geographical region, and beyond the span of one month.

Another scenario in which I used web analytics to great effect recently was in political opposition research. Our end client needed to know if the newcomer on the scene who aimed to unseat him was a real threat to his office. Sure, we looked at all the regular flashpoints for background research, as well as the funding sources and social media traction for the newcomer. But the real tell was the web analytics.

My research indicated extremely low interaction rates with the candidate's website- if I were the new candidate, I'd be concerned that my campaign was non-existent. People weren't visiting the site, linking to it, or otherwise interacting with it beyond a quick glance at the homepage. I suggested ongoing web analytics monitoring to the client- the combination of keeping a close eye on the new campaign's financial developments, coupled with web analytics, will provide clear insight into the campaign and whether the candidate becomes a threat.

So where do you start? Plenty of websites and extensions offer paid access points to the numbers I'm talking about. But first, we have to understand the main metrics. What are we looking for?

**Engagement**

- How many unique visitors are accessing the site?
- How much time does a visitor spend on the site?
- How many pages within the site are accessed per visitor and overall?
- What is the bounce rate, i.e., how many visitors navigate away from the site after viewing only one page?

**Monthly Visit History**

- What is the overall trend of recent traffic to the site?
- What is the historic traffic pattern?

**Site Ranking**

- By Industry
- By Country
- Worldwide

**Geographical Interest**

- What are the top countries accessing this site?

**Traffic Sources - Where within the web are the site's visitors coming from?**

- Direct links
- Referral Sources
- Search Keywords (What keywords are bringing people to the site?)
- Social Networks (Can be a great traction indicator, for instance, in politics)
- Paid Advertisements (If most visits are coming from paid ads, that tells you something about the company's standing)
- Similar Sites
- Who are their competitors?

## Use Cases

Web analytics research is another way investigators can demonstrate continued value, especially to business and political clients. There are tons of potential reasons to analyze a website's traffic history, but here are a few:

- Competitive Research (Mergers & Acquisitions, etc.)
- Political Opposition Research
- To produce location research regarding an individual or organization (geographical information about site interactions could provide leads regarding where an individual is doing business)
- For your own business website (determine who your main competitors are for search ranking, see what your successful competitors are implementing)

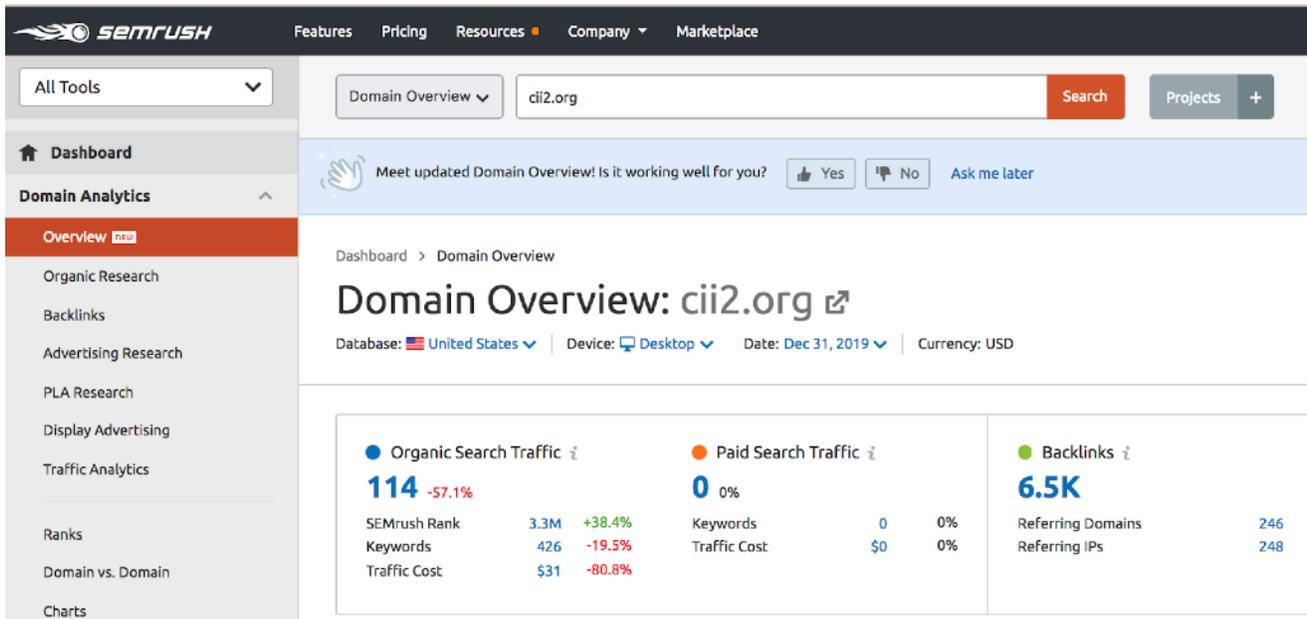
My favorite site is SEMrush.com. Just for fun, here are some results about cii2.org from that site. 6.5 thousand backlinks is certainly a good number- it indicates that sites with some degree of

“domain authority” by major search engines link often to CII’s website. *(Not to water down or further confuse things, but there is such a thing as a “toxic backlink”- such as a backlink from a spam site, or a link from a site determined by search engines to be run by bots. Sites with extremely low domain authority can damage another site’s ranking just by linking to it. A link from a a domain authority over 50 is generally considered good. Anything above 60 is really good. Domain authority research access is part of many of the packages listed below, but Moz also has a good tool. Linked at bottom.)*

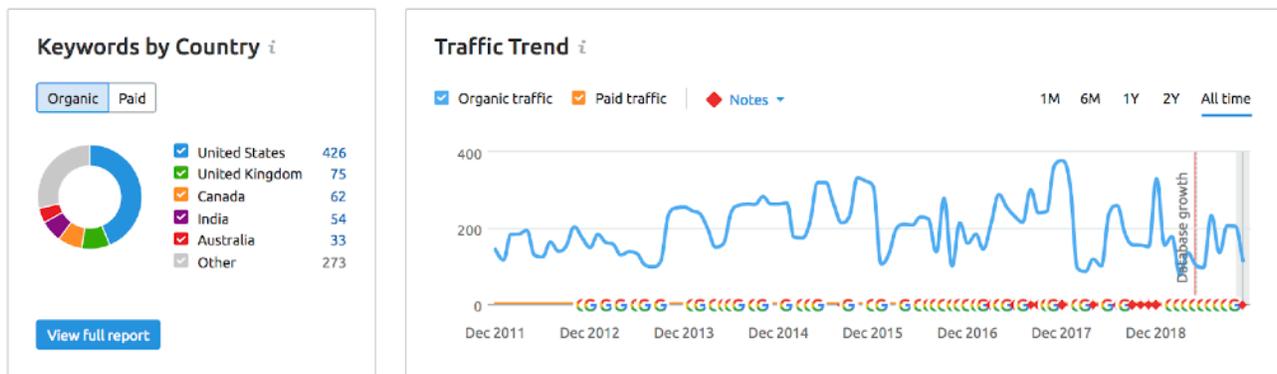
## DOMAIN AUTHORITY

*“The domain authority of a website describes its relevance for a specific subject area or industry. This relevance has a direct impact on its ranking by search engines, trying to assess domain authority through automated analytic algorithms.”*

*-Definition Source: Wikipedia*



As you can see below, traffic to the website has ebbed and flowed over the years. It is possible to compare the flow of traffic with major events affecting a company. For instance, you might be able to link a traffic spike to a large event, or a press release. This can help you develop a larger narrative around the company’s standing.



For another dose of perspective, you can research the traffic and standing of the target organization’s main competitors. This might tell you, for instance, whether the traffic experienced by the target website is high or low for a given industry or product.

**Main Organic Competitors (945) *i***

Competitor	Com. Level	Com. Keywords	SE Keywords
wad.net		16	855
conf-int-investigators.org		7	81
wapi.com		4	69
americaninvestigative.com		4	237
euro-detectives.org		3	94

[View full report](#)

**What sites to try:**

For your own website, your best access point is to connect your site to Google Analytics.

To manage your own site, and improve your search performance, try Google’s Search Console.

<https://search.google.com/search-console/about>

**Keep in Mind:**

Because these sites use a number of sources/ indicators regarding traffic, the data is considered an “estimate.” Depending on how much the target site itself interacts with analytic platforms (i.e. if the target site is integrated with Google Analytics) the site may be reporting traffic in a meaningful way, or the results might just be an aggregate based on a vast number of sources.

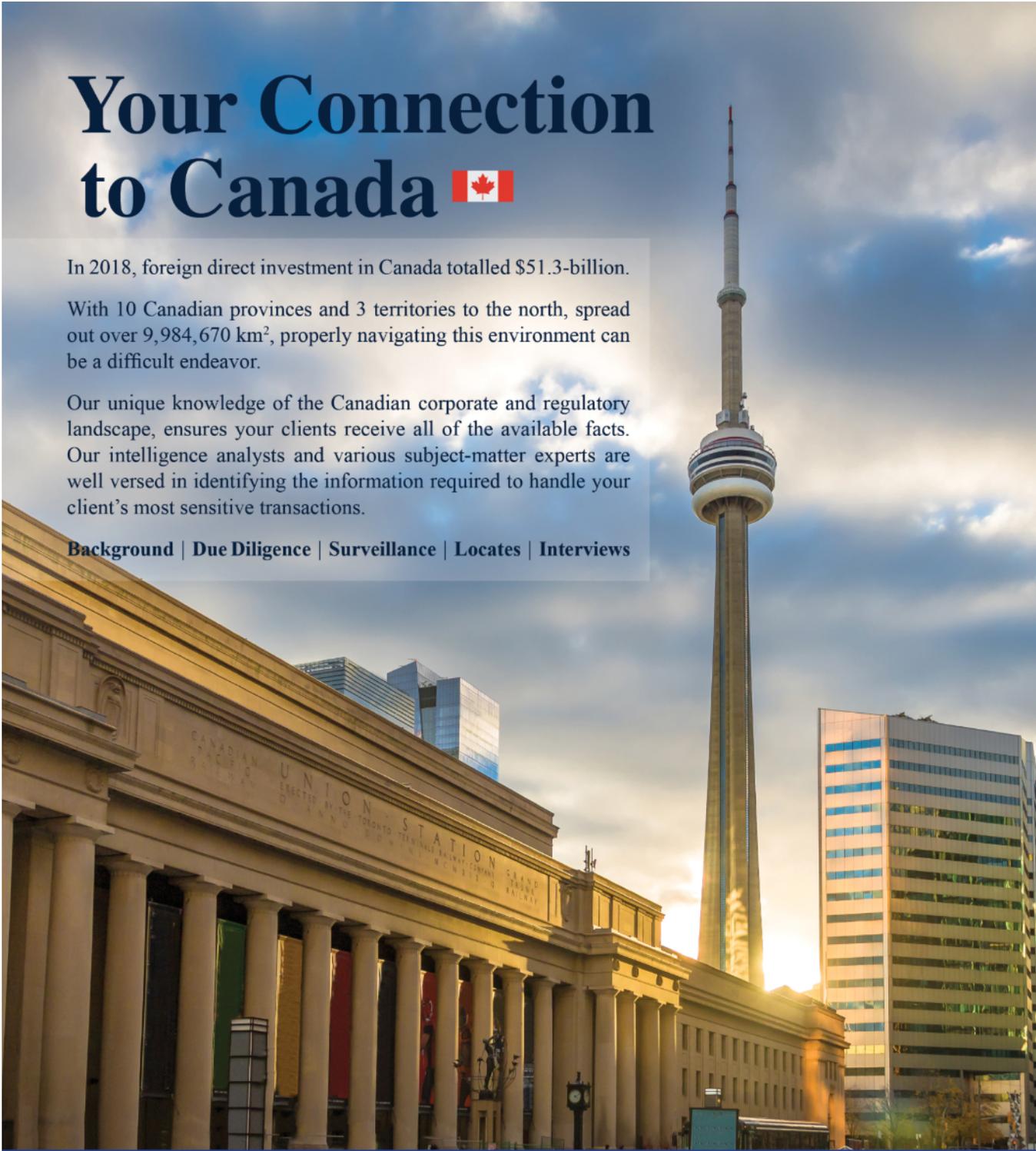
# Your Connection to Canada

In 2018, foreign direct investment in Canada totalled \$51.3-billion.

With 10 Canadian provinces and 3 territories to the north, spread out over 9,984,670 km<sup>2</sup>, properly navigating this environment can be a difficult endeavor.

Our unique knowledge of the Canadian corporate and regulatory landscape, ensures your clients receive all of the available facts. Our intelligence analysts and various subject-matter experts are well versed in identifying the information required to handle your client's most sensitive transactions.

**Background | Due Diligence | Surveillance | Locates | Interviews**



[www.kinginternationalgroup.com](http://www.kinginternationalgroup.com)

*Congratulations to Alice and her team at Background Italia for putting on a memorable AGM experience in Milan. We wish all CII members continued success and a safe and exciting trip!*

**- Brian & Jeremy King**



## Best Sources for Research:

Semrush.com is simply the most reliable source of this data for me. As a free user, you get 10 free searches per day, and only basic overview access. Plans start at \$100 per month. They recently further restricted what the free usage provides.

[www.semrush.com](http://www.semrush.com)

Similar to SEM Rush, they have a one-week trial for \$7. The cheapest plan is \$99 USD per month.

<https://ahrefs.com/site-explorer>

Similarweb is a decent tool, but doesn't build out data for sites with no traffic or too little traffic, so there won't be a profile for many small-time sites. They say they pull from multiple sources, but I haven't been able to find detailed results on sites that aren't connected to Google Analytics.

[www.similarweb.com](http://www.similarweb.com)

Automated Web Analysis by Amazon- this tool has been stripped down a bit, but may still be helpful in some instances.

<https://www.alexa.com/siteinfo>

Automated Web Analysis by SiteProfiler.com:

<https://app.siteprofiler.com/>

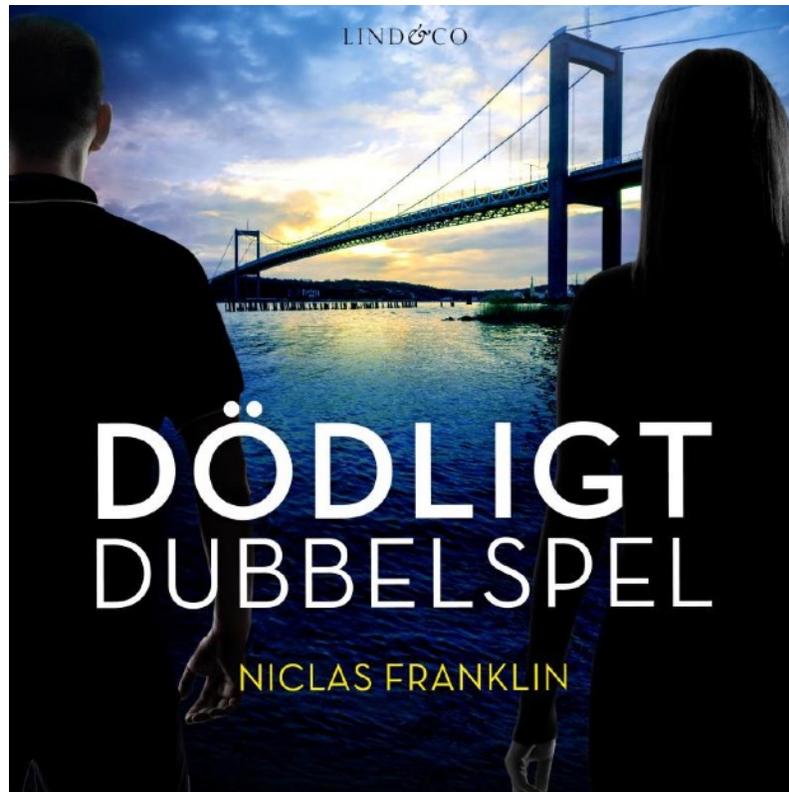
Domain Authority:

<https://moz.com/link-explorer#index>

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# NICLAS FRANKLIN, AUTHOR

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CII extends heartfelt congratulations to colleague **Niclas Franklin**, whose new book, [Dödligt Dubbelspel](#) (Deadly Double Play) has been recently published as an audiobook!

Our thanks to Anne Styren, who first alerted us to this exciting news.

<https://www.storytel.com/se/sv/books/957113-D%C3%B6dligt-dubbelspel>

ISBN: 9789178618439

## Blast from the Past – When We Were Young



They are all active in CII today and we all in attendance in Kinsale in 2003. They all look pretty much the same in 2020. Maybe all that CII activity keeps them young?

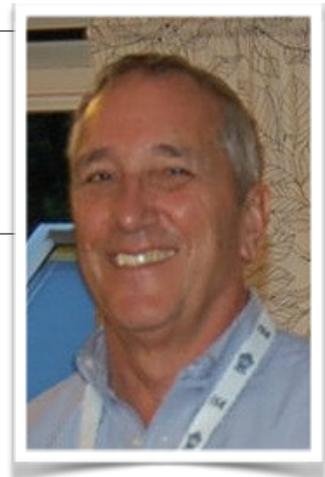
*Left: Ed Kelly, Nancy Barber*

*Below: Sheila Ponnosamy, Ponso Kalastree, Pawan Ahluwalia, & Dora Kalastree*



# WATCHING THE DETECTIVES

*with Steve Kirby*



“He sees you when your sleeping. He knows when you’re awake. He knows if you’ve been bad or good.” Wait, is that a CII member? No, you know who that is. But Santa isn’t the only one watching. Here is what our sources tell us...The wedding of the century was held in Delhi when **Abhijit Ahluwalia** married the lovely **Swecha**. Aside from the proud parents of the groom, **Pawan & Bunty Ahluwalia** other CII family seen in attendance included **Sachit Kumar, Tom & Helen Davies, Ajit Singh,** and **Sant Kaur Jayaram**...Speaking of a lovely family, Sachit was recently able to make time over the holiday with his two daughters and wife **Gaitri Issar** in Brussels, where she serves India as Ambassador to Belgium and the EU...**Ajit Singh** was recently chosen for the Investigation Leadership Award during the 14<sup>th</sup> Annual Security & Leadership Summit...Congratulations to **Francie Koehler** whose diligent work helped free a man from prison after 5 years awaiting trial... Closing a serious note, we are all hoping, praying and sending our best wishes for safety and serenity to all of our **Australian Members**, particularly those close to the terrible brush fires...Thoughts and prayers also to **Fernando Fernandez** and family after the terrible earthquake in Puerto Rico...Until next issue.



**CII Family**  
*Sant Kaur Jayaram, Helen Davies, Sachit Kumar, Tom Davies, and Ajit Singh at the Wedding of the Year – hosted by Pawan and Bunty Ahluwalia*