



## ABOUT US



## FIND US

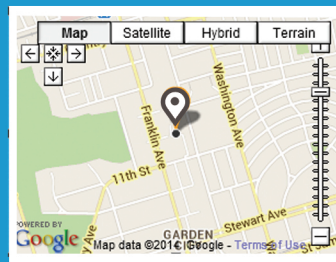


**MkMx Computer Solutions** is a full service computer consulting corporation based in Long Island, New York that offers a single point of contact for all your computer and networking technology needs.

MkMx was founded in May 2005 and is a proud A+ accredited member of the Better Business Bureau® of New York. We work with small businesses and Fortune 500 companies in the New York metropolitan area and nationwide to add to the efforts of their internal IT staff/departments or ultimately as their surrogate - outsourced IT Staff on call.

At MkMx Computer Solutions... we sell, install & support networks, PC's, hardware, software, and peripherals. More importantly, **we design solutions** specifically to meet the growing needs of your business.

We offer a full complement of technology services -- ranging from computer hardware & software sales, on-site, remote or managed IT tech support services, to graphic design & development of websites and printed marketing materials, SEO & content marketing and custom software solutions.



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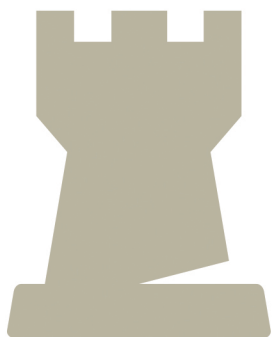
SOCIAL + SEO  
+ CONTENT  
SERVICES



## SEO done right!

SEO and CONTENT MANAGEMENT strategy doesn't have to be complicated.

**Our Premier Package includes;** Full Service Social Media Management, On-Page and Off-Page SEO and Content Marketing for a fixed monthly fee per month. Packages vary depending on the number of posts per month and the level of our engagement. And you decide what that will be to stay in-budget!



## Our Strategy

We employ only "WHITE HAT" SEO techniques (Ethical SEO) in order to optimize your website, increase the reputation of your business across social mediums by providing valuable content, and grow your overall audience which in-turn organically increases the search engine rankings of your website.

## Our Process



### Website Analysis

A good foundation is the key to any successful endeavor. We will analyze your website to determine if the design is meeting the company goals. Are your pages easily navigated? Is information that people want easily found? Are the 'calls to action' prominently displayed? We will make recommendations if necessary to improve the user experience.



### Research & SEO Report

Using proprietary tools, we research keyword queries people tend to use when searching for the products & services you sell. We also study the keyword and backlink profiles of your competitors. This information coupled with the website analysis allows us to layout a detailed SEO strategy in a formal report.



### On-Page SEO & Redeployment

With your approval of the plan, next we will implement the changes we recommended (if any) to your website elements and copy and code the on-page tags, page titles, headers, URLs, Alt Tags, and Meta Descriptions that we've prepared based on the research. We will also deploy and configure the analytics code so we can measure the success of our SEO strategy rollout month-to-month.



### Content Marketing

The end goal of any business is to achieve sales; however, Content Marketing comes from a sincere desire to educate your clientele and provide value to them that will then cultivate trust and ultimately lead to future sales conversions with them. This 'value' can be presented in blog posts, videos, white papers, eBooks, how-to guides, articles, and info-graphics.



### Off-Page SEO & Link Building

Off-Page SEO refers to the practice of improving a web site's position in the search engine results page (SERPs).

Off-Page SEO tells the search engine how popular your site is based on the quality of the sites linking to yours. A website with more quality links from other websites, is more likely to have mentions on social media (Facebook Likes, Tweets, Pins, +1's, etc.) and to be shared among communities of like-minded users.

Some Off-Page SEO techniques we utilize are:

- **Link Opportunity Analysis and Prospecting** in directories, lists, forums, news aggregators, and expert interviews.
- **Competitor Back-Link Prospecting** Analyzing the competitions back-links.
- **Posting News & Articles** Sharing of several articles that your audience will find valuable.
- **Content Curating** creating original or sharing other pieces of relevant content.
- **Distribution** of original or shared content across social media channels and email marketing campaigns.



### Analytics & Measuring

SEO campaigns take time to develop but it is our firm belief that with consistent effort and when best SEO practices are used, positive results will follow. The success of our efforts can be measured and reported in a variety of ways including third-party rankings and goal conversion measuring from tools like Google Analytics and Moz.

# LET'S GET STARTED WITH YOUR PROJECT TODAY!