



**MSEDP** Servicing All Your Technology Needs

**MSEDP Deal of the Season**  
 ✓ **TECH SUPPORT INTRODUCTORY SPECIAL**  
 Special Rates for On-Site Computer Maintenance in the NY Metro Area  
 For NEW Customers of MSEDP Tech Support

**MARGINS PLUS NEWS**

**High Marks for Margins Plus "Live"**



The powerful Margins Plus Live web order entry upgrade introduced last year by MSEDP is boosting sales for more Margins Plus clients than ever before. New Margins Plus Live lets customers and sales staff order from your inventory 24/7 via a page link on your web site. Seamless integration with original Margins Plus means sold quantities are instantly reflected in your inventory, accounting, sales figures etc.

From the Margins Plus Live web page, your customers can browse products, order or re-order merchandise, request a quote, check order history and more. Orders become part of your invoicing system just as if they were placed by phone.

Margins Plus Live is fast, and the intuitive interface makes it easy to use from the very first order.

Join other Margins Plus users and put the sales-boosting power of the web at your fingertips!

*Add Margins Plus Live to your site!*

**For more information on any item in this newsletter, please call 631-761-7600**

**WEBDUGOUT NEWS**

**What Is "SEO" and Why Do I Need It?**

Searched for a product on Google lately? If so, you know the "lucky" suppliers near the top of the results are more likely to get your attention—and your business.

Search Engine Optimization (SEO) is the art of boosting a company's position in search results. Search engines work by dispatching computer programs called "spiders" throughout the internet. Spiders visit web sites like yours to read and store information that can be recalled later during a search.

Over time, a site optimized for search engines becomes easier for spiders to index, helping to raise the site's rank in search results. A site not adequately optimized may



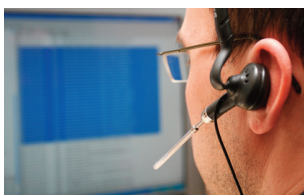
rank far back. SEO done poorly using deceptive shortcuts could cause a site to be blacklisted.

Skilled SEO consultants use keywords, tags, hyperlinks and other techniques to ensure spiders find your site relevant, thus boosting your chance to be one of the "lucky" ones that gets more business from the web.

*Head for the top with SEO!*

**TECH SUPPORT**

**Try the Convenience of Remote PC Support**



No time to wait for a computer repair visit? Remote access technology lets qualified MSEDP technicians work directly on your PC without a trip to your office. Special software enables access to your computer through a secure online connection. Watch as our technician controls your mouse to make repairs. It's easy and safe! The online connection is protected by industry-standard encryption. You initiate the session and can terminate it at any time.

*Get connected today with MSEDP!*

**EDP OFFICE MALL**

**Logo'd Merchandise Sells Long After Sales Visit Ends**

Pens, mugs, calendars and other products with printed logos make a long-lasting impression on customers, according to the Promotional Products Association, Irving, Texas. In a recent survey, a whopping 76% of respondents recalled the advertiser's name on a promotional product received in the previous 12 months.

Promotional merchandise is an affordable way to increase referral business and encourage repeat business. Hand out extras at the office to improve employee morale.

*Make your company unforgettable with EDP Office Mall's business printing!*



Technology for Business Since 1973

You are receiving *The Lighthouse* because you are a member of our MSEDP family. We invite you to get to know all MSEDP services. Ask us about rewards for referring another business to MSEDP.

**Software**

MSEDP's flagship product "Margins Plus" revolutionized operations at wholesale distributors with real-time integration of inventory, accounting—even internet ordering.

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

**Computer Support**

MSEDP Technical Support offers on-site PC repair & maintenance to clients in the New York metro area—and remote troubleshooting to businesses *anywhere*.

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

**Web Design & Hosting**

MSEDP's WebDugout offers professional web design and reliable hosting to businesses around the country.

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

**Office Supplies & Printing**

Customers of MSEDP's Empire Design & Paper enjoy the nation's best prices on office supplies and business forms and stationery.

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



SOFTWARE • SUPPLIES • SUPPORT • WEB SERVICES

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