

As Seen In... *Forbes*, September 26, 2011

Forbes: Internet & Social Marketing Leader Teknicks™ is a Shore Thing

Merely an hour outside of Manhattan's Madison Avenue, the shores of Twilight Lake in Bay Head, New Jersey, feel light years away from New York City's advertising Mecca. But Nick Chasinov, CEO and Founder of Teknicks™, has made the peaceful surroundings home to a multimillion-dollar Internet and social marketing firm that rivals anything in the pressure-cooker environment of the city.

"Teknicks' clients consistently rank #1 on Google, Yahoo!® and Bing™ for the most coveted industry-related terms. The most powerful agencies cannot claim these industry-leading results," says Chasinov, who founded the firm in 2004 at age 23.

Remarkable success stories and a client experience roster that includes but is not limited to MTV, Lawyers.com, McGraw-Hill, and Bloomberg led to



Teknicks' CEO Makes a Splash

"We equip our team with the most advanced technology, turn their creativity loose to solve problems, and challenge them to develop 'the next big thing.'"

— Nick Chasinov

Teknicks' recent award as the Top Emerging Business in New Jersey by *NJBIZ* and its ranking as one of the fastest-growing companies in America by making the prestigious Inc. 500 list.



Teknicks' Founder & CEO
Nick Chasinov

For example, *Bloomberg BusinessWeek*, one of the most influential magazines of 2011, called on Teknicks to improve search engine rankings to drive traffic to its website, increase page views, grow site activity, and promote registrations. Adhering to Google best practices, terms, and conditions by applying its proprietary search engine optimization (SEO) strategies and technologies, Teknicks made *Bloomberg BusinessWeek.com* among the most highly ranked websites for relevant and frequently searched phrases across more than 1,500 business topics.

On Google, *Bloomberg BusinessWeek's* #1 rankings increased by 37 percent and its top five rankings by 94 percent within six months. The increases were even more impressive at Yahoo at 156 and 266 percent.

With the success of its clients comes phenomenal success for Teknicks. Without any outside investments, it has experienced a year-over-year increase in revenue of 233 percent in 2008, 265 percent in 2009 and 94 percent last year. It has also amassed a growing clientele of some of the most well-known brands in the world.

At the core of the company are Teknicks' strategies and technologies, primarily in the areas of SEO, Internet marketing, and social media. Teknicks gives clients a strong, five-phase site-side SEO process that is unique, ethical, and allows them to secure top rankings for hand-picked specific terms/phrases. "We go after the most sought-after terms that drive targeted traffic and lead to exceptional ROI," says Chasinov.

Chasinov has created an environment that attracts top minds in the business. With water views from every window and a waterfront employee courtyard, Teknicks' modern workplace has a youthful and spirited atmosphere. In fact, Teknicks was recently named one of the best places to work in New Jersey by *NJBIZ*. "We equip our team with the most advanced technology, turn their creativity loose to solve problems, and challenge them to develop 'the next big thing,'" explains Chasinov. "We also encourage them to give back to the Bay Head and New Jersey communities, especially in addressing problems affecting local youth."

Whether building top-tier SEO strategies, launching viral social media campaigns, skyrocketing clients to the top of Google or doing what it takes to help those in need, Teknicks team members are true leaders in all they take on.



Teknicks™

INTERACTIVE ENHANCEMENT AGENCY

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