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IDEAFIRE CONSULTING LAUNCHES NEW WEBSITE FOR MCKAY MORTGAGE COMPANY & CONSOLIDATES ONLINE BUSINESS SERVICES WITH GOOGLE G SUITE CLOUD PLATFORM

BETHESDA, Md., December 18, 2018 – [IdeaFire™ Consulting](http://IdeaFireConsulting.com) launches completely redesigned website and brand-new blog for [McKay Mortgage Company](http://McKayMortgageCompany.com). The redesigned website and new blog have a clean and modern mobile-friendly design, improved functionality and enhanced multimedia content that highlights McKay Mortgage Company's mission to provide its home mortgage clients with extensive expertise and excellent service that the family owned and operated mortgage company is known for.



IdeaFire™ Consulting provided a variety of consulting services during the design and development of <https://McKayMortgageCo.com> such as:

- Website domain, hosting and email server migration and configuration
- Design, layout, programming and feature-rich multimedia integration
- Blog design, post formatting, taxonomy, widget functionality and social media sharing

- Branding, content, user experience (UX) and lead generation strategy
- Copywriting for marketing messaging and search engine optimization
- Responsive, mobile-friendly website design testing and optimization
- Initial search engine optimization (SEO), keyword research and analysis
- Setup of 256-bit website encryption security (“https”) via SSL (Secure Socket Layer) Certificate
- Integration of client testimonials and Google Reviews with interactive Google Map functionality
- Configuration of WordPress plugins to improve website performance, security, analytics and SEO

IdeaFire™ Consulting also provided McKay Mortgage Company with advanced information technology (IT) consulting and technical support in the migration, consolidation and configuration of all of McKay Mortgage’s online business services such as company email accounts, cloud storage, document sharing, digital asset and device management, real-time collaboration and video conferencing from a variety of independent platforms over to the Google G Suite Cloud Platform. Consolidating all of McKay Mortgage’s critical online business services and digital assets into a single business cloud platform account with comprehensive integration and enterprise-level security now allows them to plan, organize and execute important business operations and processes with greatly improved simplicity, efficiency, security and productivity at a substantially lower cost.

ABOUT IDEAFIRE CONSULTING

IdeaFire™ Consulting is a boutique digital marketing consulting firm based in Bethesda, Maryland, specializing in Social Media and Content Marketing, Website Design and Development, Branding and Graphic Design Services, Film and Video Production and Event Promotion. IdeaFire also offers consulting services related to Company Culture, Recruiting, Corporate Training, Market Research, Competitive Analysis, Business Development and Strategic Partnership Acquisition.

IdeaFire™ Consulting helps entrepreneurs, startups, small businesses and Fortune 100 brands accelerate growth, influence and revenue. IdeaFire™ develops innovative and custom-tailored strategies for its Clients that leverage the power of social, search, video and content marketing channels to boost brand awareness, engagement, loyalty and sales.

Connect with IdeaFire™ Consulting and McKay Mortgage Company on Facebook

<https://www.facebook.com/IdeaFireConsult>

<https://www.facebook.com/dmvhomemortgage>

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