



Why SEO is good for your Business or Website

Myos Studios offers all clients an affordable and effective way to get their mobile apps, websites, and businesses out in the forefront of local search results. Below is a description of the basic services included in our *Standard SEO Package* starting at \$299.00 per month.

Website Analysis

Web analytics is not just a tool for measuring web traffic but can be used as a tool for business and market research, and to assess and improve the effectiveness of a web site. Web analytics applications can also help companies measure the results of traditional print or broadcast advertising campaigns. It helps one to estimate how traffic to a website changes after the launch of a new advertising campaign. Web analytics provides information about the number of visitors to a website and the number of pageviews. It helps gauge traffic and popularity trends which is useful for market research.

Keyword Research - 5 words

Keyword research is one of the most important, valuable, and high return activities in the search marketing field. It all begins with words typed into a search box. Ranking for the "right" keywords can make or break your website. The usefulness of Keywords cannot be overstated - with keyword research you can predict shifts in demand, respond to changing market conditions, and produce the products, services, and content that web searchers are already actively seeking. In the history of marketing, there has never been such a low barrier to entry in understanding the motivations of consumers in virtually every niche.

Top 10 ranking - 2 keywords

A search engine optimization method that really works is to analyze the web pages that currently have a high ranking for your important keyword. Since these pages have a top 10 ranking, the pages must have all the best settings. In this process, we analyze the web pages that currently have a top 10 ranking in the search engine of your choice (Google, Bing, Yahoo!) and compare them with your page. This process tells you how the pages have achieved that ranking and how you must change your web pages and the links to your website to obtain a similar ranking.

Installation of Google Webmaster Tools, Bing Webmaster Tools, & Yahoo Webmaster Tools

Webmaster Tools are the primary mechanism for search engines to communicate with webmasters. Webmaster Tools helps you to identify issues with your site and can even let you know if it's been infected with malware (not something you ever want to see, but if you haven't spotted it yourself, or had one of your users tweet at you to let you know, it's invaluable). It has tools that let the webmasters:

- Submit and check a sitemap.
- Check and set the crawl rate, and view statistics about how bots access a particular site.
- List internal and external pages that link to the site.
- Get a list of broken links for the site.
- See what keyword searches on Google, Bing, or Yahoo led to the site.

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- View statistics about how search engines index the site, and if it found any errors while doing so.

Google Analytics

Google Analytics is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales. The product is aimed at marketers as opposed to webmasters and technologists from which the industry of web analytics originally grew. It is the most widely used website statistics service. The basic service is free of charge and a premium version is available for a fee. Google Analytics can track visitors from all referrers, including search engines and social networks, direct visits and referring sites. It also displays advertising, pay-per-click networks, email marketing and digital collateral such as links within PDF documents.

Search Engine Submission

Search engine submission is how a webmaster submits a website directly to a search engine. While Search Engine Submission is often seen as a way to promote a web site, it generally is not necessary because the major search engines like Google, Yahoo, and Bing use crawlers, bots, and spiders that eventually would find most web sites on the Internet all by themselves. There are two basic reasons to submit a website or web page to a search engine. The first reason would be to add an entirely new web site because the site operators would rather not wait for a search engine to discover them. The second reason is to have a web page or website updated in the respective search engine.

Web Directory Submission

A web directory (or link directory) is a directory on the World Wide Web. It specializes in linking to other web sites and categorizing those links. A web directory is not a search engine and does not display lists of web pages based on keywords; instead, it lists web sites by category and subcategory. Most web directory entries are also not found by web crawlers but by humans. The categorization is usually based on the whole web site rather than one page or a set of keywords, and sites are often limited to inclusion in only a few categories. Web directories often allow site owners to submit their site for inclusion, and have editors review submissions for fitness.

Backlinks

Backlinks enable you to keep track of other pages on the web that link to your posts. For instance, suppose Alice writes a blog entry that Bob finds interesting. Bob then goes to his own blog and writes a post of his own about it, linking back to Alice's original post. Now Alice's post will automatically show that Bob has linked to it, and it will provide a short snippet of his text and a link to his post. What it all works out to is a way of expanding the comment feature such that related discussions on other sites can be included along with the regular comments on a post.

Article Submission

Article directories are places where anybody can submit their articles or blog posts for free. With each article submitted, The directory is provided the source box with information and links about yourself and your websites. When you submit your articles, you are also allowing the directories to allow other ezine (online magazines) and content publishers the rights to reprint your articles. Anybody reprinting your articles have to provide your resource box along with the article.

Social Bookmarking

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It is tagging a website and saving it for later. Instead of saving them to your web browser, you are saving them to the web. And, because your bookmarks are online, you can easily share them with friends. Not only can you save your favorite websites and send them to your friends, but you can also look at what other people have found interesting enough to tag. Most social bookmarking sites allow you to browse through the items based on most popular, recently added, or belonging to a certain category like shopping, technology, politics, blogging, news, sports, etc. You can even search through what people have bookmarked by typing in what you are looking for in the search tool. In fact, social bookmarking sites are being used as intelligent search engines.

Contact a sales representative for a complimentary consultation. Custom SEO packages are available on a case-by-case basis.

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