

## Masit Communications - Media Advertising Kit:

### Website:

www.masit.ca

This website is written and maintained by a technical writer living in Vancouver, with a bachelor's degree in biochemistry and a post-baccalaureate diploma in biology from SFU.

This site gets the highest traffic results for postings on cycads, brooks peninsula and the fig wasp nematode system. In other words, postings involving plant science and conservation biology receive the highest hits - and the owner of this site is professionally trained in these subject areas.

This is therefore a niche site relating to conservation biology and other related subjects. Niche audiences are valuable to content publishers because they are highly targeted.

### Products:

This website also lists an e-product, blogging service and technical writing skills of the site owner.

- the e-product is directed at small business owners and entrepreneurs who are busy and might not necessarily be well-versed with SEO and social media.
- the information sheets topics include: Social Media, SEO and an Initial Site Assessment:
  - <http://masit.ca/information-sheets/>
- blogging services:
  - <http://masit.ca/blogging/>
- technical writing services:
  - <http://masit.ca/about/>

### Social Media Pages:

#### Linkedin:

- *no LinkedIn company page yet.*

#### Twitter Page:

@Jacbird (owner's personal page)

- 222 following
- 145 followers.

### Facebook:

- Personal account - 438 friends
- Business account – 76 friends
- (including small business owners, managers, developers and scientists)

### Page Rankings:

#### Alexa Ranking:

- Global rank is 15,531,032
- <http://www.alexa.com/siteinfo/www.masit.ca>

#### Google Page Rank:

- <http://checkpagerank.net/>
- 2/10 (was a 3/10 before a site attack issue).

#### Moz Rank:

- <http://moonsy.com/mozrank/>
  - o 4.86
- <http://bagics.com/moz-rank.html>
  - o 5.00

#### SEObility Analysis:

- overall 56%
- Meta information 62%
- Page Quality 80%
- Page Structure 73%
- Links on the Page 58%

### WordPress Site Statistics:

Site Stats: May 15 to 28th	
Visitors	2128 / 14 = 152 average per day
	Min = 114, Max = 183
Page Views	6835 / 14 = 488.21 per day
	Min = 368, Max = 711
Site Stats: July 16 to 29th	
Visitors	1879 / 14 = 134 average per day
	Min = 139, Max = 183
Page Views	8254 / 14 = 589.57 per day
	Min = 383, Max = 994

**Top search terms:**

- Brooks Peninsula
- fig wasp article
- cycads (many hits for cycads)
- nematodes virulence (ties in to fig wasp article)
- polar climate animals (conservation)