1. Target Keyword: Digital publishing
Page Title: Extend your Mobile Reach with ASO for Apps

There are hundreds of millions of active mobile app users currently. Together they've downloaded over 50 billion total apps from the Apple App Store, with another 48 billion from Google. That means that, when you create a mobile app for your business or publication, the potential reach is enormous.

However, you also need to consider that there are over 900,000 apps currently listed in the iPhone App Store alone, not to mention apps for iPads, or for Android devices. There's a huge amount of potential, but also a huge amount of competition. So how do you make your app stand out and get noticed among millions of others? You need good ASO: App Store Optimization. 63% of downloaded apps are found through searches. So if you want your app to be popular, you need to do all you can to ensure it's the one that turns up when people search for something along those lines. Here are some tips for increasing your app's reach in digital publishing:

- Use common search terms. What are the exact terms people are using to search for apps like yours? What words and phrases are your competitors using, and how much success are they having with those terms? Come up with 20 different phrases that people can, will, or might use to search for your app and add them to your list of tags. The more in tune your keywords are with what your target audience is searching for, the better they'll be able to find it.
- Don't use your company name or app name among your keywords. They're listed separately, and will turn up your app in a search no matter what keywords you use. Using them as keywords as well would be a waste.
- Try to find less common search terms, that might still be reasonably used to find your app. Typically, people look at only their first handful of search results at most, so it's better to be in the top 5 results of a less common keyword than the top 100 of a more popular one.
- Test your keywords. Enter them into the search bar yourself, to see how many results there are and how visible your app is as opposed to others. This can help you tweak your keywords, making them more efficient. You want to find search terms that yield fewer than 30 results total, to maximize your reach. Create a new list of keywords every month, in order to stay current.

The world of apps and digital publishing is potentially lucrative, but it takes some time and effort to be able to leave your mark. Or, you could just contact BoxOnline, to handle your ASO for you. They're leaders in the field of digital publishing and experts at finding and using the right keywords to maximize your app's exposure and increase its popularity. They can free up your company and its resources to focus on other issues, while helping you get the most out of your app and increase its Return On Investment.

2. Target Keyword: Business mobile apps
Page Title: Prepare your APP for the Apple IOS update

The iOS 7 is scheduled to be released this fall, and by all accounts, it's going to be different. It's got a brand new design, new features, and a totally new functionality. So what does this mean for the business mobile apps that have been designed for iOS 6? They'll all have to be updated.

Of course, updating these apps isn't mandatory. They'll still be able to run on iOS 7, so if a seller wants to keep their app designs the way they are, they're welcome to do so. But it's in their best interest to update. Reports are that using old apps on the new system will make them look stark and outdated, as well as clunky and awkward to use. And for a brand to have anything awkward and outdated representing it makes it look bad. Therefore, anyone wanting to keep up with the flow of the times will have to update their old business mobile apps.

So what will updating an app design entail? First it's necessary to hire an app developer. Someone who's familiar with the new iOS 7 setup and can tweak the app's design to fit seamlessly with the new operating system. After that, it's important to test its performance, to make sure it works the way it's supposed to and delivers the desired experience to customers. And then, finally, there's one more step. Now that this new and improved app has been created, it needs to be resubmitted to the Apple App Store for approval.

This entire process takes time and money to go through. In some cases a lot of time and money. Apple is encouraging app designers to make up this cost by charging users for the updated version of the app. This is sure to be an unpopular move. Fortunately, there's a less expensive alternative.

Tablet Publisher Pro has been anticipating changes like this since iOS 5, and they're prepared for them. They have access to special advance documentation that helps them stay abreast of necessary changes and updates. This allows them to pass on the necessary information to their clients and help them avoid lag time wherein their business mobile apps are out of date. They provide necessary updates automatically and will even resubmit apps to the App Store.

And it's all covered under the regular monthly subscription service, which means clients don't need to pay to upgrade their app designs every time the standard changes, and their customers don't have to pay a second time for an update to

an app they already have.

Technology changes constantly. Any company that wants to stay competitive needs to change with it. Clunky and outdated business mobile apps are a quick way to turn off customers. And making those customers pay again for a service they've already bought is a quick way to drive them to a competitor. Fortunately, staying on top of the latest changes can be made easy and cheap, so businesses don't have to be left behind.

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3. Target Keyword: Digital publishing solutions
Page Title: How to select the app type that's best for your business and why picking the wrong one could cripple your mobile marketing efforts.

So you've finally made the decision to create a mobile app for your business or publication. Congratulations! You're about to enter the future of brand promotion. But now you have another decision to make. What kind of app will you create, and how will you develop it? There are all sorts of digital publishing solutions out there for app deployment, and they all have their pros and cons. You need to choose the one that's right for you. If you don't, it could be detrimental to your business. Here are your basic choices:

- **Custom apps.** These are designed from scratch to your exact specifications, to do what you want, look how you want, and provide whatever functions you choose. They also take an average of 4 months to develop and can cost upwards of $100,000. That's in addition to the time and cost of testing and submitting it to the app store. Unless you're made of money, it can be a tremendous strain on your company's resources.
- **App templates.** This is the other end of the scale. Cookie cutter apps allow you to take their basic framework and fill in the blanks with specifics for your company and your purposes. It's much cheaper and much faster to develop. But your functionality is limited, and it also limits your branding opportunities.
- **In-house app tools.** Just what it sounds like, these are tools to help you develop and maintain your app within the company. It's reasonably inexpensive and provides more functionality than a template, though still not as much as a custom app. But you need to have someone on staff with the expertise to maintain it, and in particular, to keep up with regular changes in technology, to make sure that your app stays current.
- **Outside app creation services.** Digital publishing solutions like Tablet Publishers Pro can provide you with all the functionality of a custom app

for a much lower cost and development time. By employing a team that specializes in the type of functionality that you're looking for, you can streamline the process and eliminate the strain on your own internal resources. It also allows for more dedicated branding and compatibility with app store framework, allowing it to be searched for and accessed by hundreds of millions of app users.

In order to create a good app, you need a reliable development partner. You need to know exactly what your budget is and what your timeline is, as well as what your in-house capabilities and resources are for accomplishing what you want to accomplish. And finally, you need to find the right digital publishing solutions that can work with your existing resources and within your current budget and timeline, to ensure that the app you create is high quality and functional within the framework of app stores like Apple and Google. It should look good and be easy to find, easy to use, and clearly branded for your company. Then you've got the makings of a popular app that can help drive your business.

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4. Target Keyword: Custom app development
Page Title: For 80,000 years, stories were told and shared only if worthy

80,000 years ago, cavemen would sit around the fire, telling stories of their daily adventures. The great stories ended up being told again and again. Listeners would pass them on to their friends, who would tell them to their friends, and so on. Eventually, these stories would be drawn on the cave walls and immortalized for ages to come. But the stories that weren't interesting and compelling? Nobody would pass those on, and the storytellers were probably interrupted even before they finished, by someone with a better adventure to relate.

2,500 years ago, the ancient Greeks held an annual festival called the Dionysia, wherein playwrights would stage dramas for the people. The best ones were awarded prizes and performed for centuries afterwards. The rest are now lost to the ages.

And so it was throughout history, from Renaissance plays to Victorian novels. The stories that got passed on were the ones that the people considered worthy. The rest were thrown out and forgotten. Until the development of television and film.

Suddenly, it was advertisers and studio executives who were in charge of what

stories were told. They were the ones with the money and the power. In order for a story to make it to the audience, they had to give it their approval. So the people who wanted their stories told had to focus on pleasing those powerful few, rather than the people they ultimately wanted to reach. And it led to certain great stories being shelved or cut short before their time, while some terrible stories kept going long after they'd gone stale.

So it was through most of the 20th century, and into the 21st. But then, something else came along: Internet content. And now, the stories are in the hands of the people again. True, there are still large companies and people with money deciding on content to post online. But anyone with a smartphone can post videos to YouTube, and anyone who can string words together can create their own blog. And no matter what the budget is or who's behind it, it has the potential to be viewed by anyone, anywhere, all over the world.

So what does this mean for content creators? Survival of the fittest. Whatever the content is, be it video, picture, or custom app, if people like it, they'll share it with their friends, who will then share it with their friends, just like the cavemen did 80,000 years ago--except on a global scale. But if the content isn't good, that video or custom app will fizzle out as soon as it begins. No one will see it, no one will share it, and it will be forgotten.

So marketers need to put effort into creating high quality content. Work hard to design the custom app people will love. Shoot a video that's compelling and creative. Give people content that will speak to them and make them want to share it. Because the people are once again the ones with all the power.

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5. Target Keyword: App store optimization
Page Title: Are you leveraging the App Store's millions and millions of users?

There's a delicate balance when trying to market a mobile app for your company. Obviously, you want as much exposure as possible, and you want the app to be associated with your brand. So you create a pure HTML code-based app, so that you can put it on your website. The problem with doing that is that an app based on pure HTML code doesn't get any exposure in the app stores. And that's not an avenue to be dispensed with lightly.

The Apple App Store has over 500 million active accounts currently, and they recently passed 50 billion total downloads since their inception in 2008. Google

Apps aren't far behind, reportedly at around 48 billion downloads since 2010. What's more, an estimated 63% of app downloads come specifically from users searching for them in app stores. That's a huge market and if you want your app to get a decent amount of exposure, you need to take advantage of it. You need to use app store optimization to make yourself available where your customers will look for you.

Native apps (apps that are designed for a specific platform or device, such as Apple or Google) tend to run faster and more smoothly than generic, non-native apps. Particularly if you have a lot of media attached, it can freeze your customers' browsers if it's not designed to be used on that platform. This is a big part of why apps from app stores are so popular: they're more likely to be reliable. They're also easier to find.

So in order to make your app available and popular with as wide an audience as possible, you need to put it in the Apple App Store and Google Apps Marketplace and make sure it's compatible with the general framework of each. But what if you want to have complex, customized HTML in your app? Is that out of the question? Not at all.

Tablet Publisher Pro can create native and hybrid HTML 5 web apps based on your content. Design your app how you want. Use HTML, CSS3, JQuery, or whatever you'd like. Then, send it to Tablet Publisher Pro for app store optimization. They'll insert it into their Reader App framework, creating a good, solid, native or hybrid, interactive HTML 5 web app that can be sold publicly in app stores to hundreds of millions of people across the world.

Creating an app for your company is all about increasing your exposure. Mobile apps are incredibly popular, so you hope that by creating one, you'll be able to reach a wider group of people. But if you want to make sure you reach the widest group of people possible, a generic app that people find on your website isn't going to cut it. You need to use app store optimization, to make your app compatible with the devices people are using, and put it in the place where millions of people will be searching for it. That's the key to success with apps.