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How to market and sell a Miya Daiku in America

SEO (Search Engine Optimization)
 What it means to your business today and the near future

MIYA DAIKU- TRADITIONAL JAPANESE CRAFTSMAN

SHORT EXPLANATION:

Miya-daiku have been responsible for many shrines and temples dotting Japan, but the number of these skilled carpenters is dwindling. Today, their skills are protected by state. Once there were hundreds of touryou, but they now number no more than 50 nationwide. Most attained their exalted status after years and years of apprenticeship.

EXPERIENCE:

Working as a journeyman for a specified period, a Japanese carpenter may go to study or test as a master carpenter. In Japan, this is an arduous and expensive process, requiring extensive knowledge (including economic and legal knowledge) and skill to achieve master certification; Japan generally require master status for anyone employing and teaching apprentices in the craft.

MARKETING:

To preserve and spread the true art of Traditional Japanese architectural design. Internet can be a good tool to employ but it does come with problems.



Traditional Japanese room



Sukiya style Japanese wooden gate



tokonoma room

Introducing the true art and craftsmanship of Mya Daiku comes with some misconceptions.



Traditional Japanese tokonoma room



Geisha in Kyoto Japan

INTRODUCING MIYA DAIKU :

Carpentry is one thing but appreciating Miya Daiku's skill is another to the western world. To work on temples, shrines and castles that has been preserved is no simple task. Assigning skilled workers in the dwindling world of [Miya Daiku](#) is one of the biggest problem facing Japan today. As far as introducing one to the Western world is not as easy as finding one at nearest yellow pages or at Home Depot. Besides, who really needs one to redo your home project. Finding a true Miya Daiku in the U.S. is no easy matter if you can find one.

MISCONCEPTION:

Japanese carpenters wages are not that high and comparable to the U.S. carpenters but Miya Daiku is not. Finding someone who has some skills in Japanese architecture or carpentry is easy but a true Miya Daiku is not. To have a Miya Daiku specification is to be licensed as one from Japan. Just being apprenticed as one does not make it so.

NOW TO MARKET:

To market one such skills is no easy matter when many in the U.S. do not know from a carpenter to a Miya Daiku, besides educating one and explaining the high cost involved is another.

Akg Designs took the matter of marketing Miya Daiku by connecting through the

internet to a more knowledgeable and appreciative crowd by placing the website on the terms of Japanese architecture design. Of course we could have gone on to the terms of Miya Daiku but how many do understand the term nor remember one. If anyone is more appreciative in architecture is the one who works as a architect, be it a designer or one who desires to live in a one kind work of art from Asia.

Many who work in the world of architectural designs search out the terms for education and if in need, search for a true Miya Daiku but more often looking through designs to enhance their skills. Honing their skills is one thing but getting one skills as a true Miya Daiku is daunting to say the least but they do remember seeing a site in the internet under traditional Japanese architecture, Japanese architectural design company, and traditional Japanese architect and BINGO!

Researching of what architects, designers and U.S. architectural firms often look for in the internet, particularly the comfort zone for [Japanese architecture](#), [Japanese home design](#) or house design is the key. Maintaining the site on these keywords afforded this particular [Miya Daiku](#) from getting the work to fit the master of [traditional Japanese architecture](#). As a added bonus U.S. architectural firm have one more service to provide to their own

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