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The Expert Guide to Article Marketing

“How to Maximize Your Online Business Profits and Exposure
Through Expert Use of Article Marketing!”

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Article Marketing Explained

One way of promoting your website and product can be achieved for **FREE**. As an additional bonus, this “free” method can boost your sites and sales, doubling and even tripling your income.

Articles. One of the easiest ways to promote your website in order to generate traffic and increase your earnings.

How does this work?

Write articles relating to your website and submit them to “free content” submission sites. Easy to do, takes little time and can increase your website traffic, sales and, of course, your income.

How can article writing boost traffic and income?

Visitors and Backlinks

Your article on a free content site contains a resource box with a link to your own website. Readers, after reading your articles, may choose to click on the link and pay you an unexpected visit. Having your articles on free content sites also makes your articles available to other webmasters who may wish to publish that article on their site. When they do, the link in your resource box provides a backlink to your site. Plus, anyone who reads the article on that site can visit your site through your link.

As the list of your published articles grows larger, and more and more of them are appearing on different websites, the total number of links to your site increases also. Major search engines are placing a lot of significance on incoming links to websites so they can determine the importance of a certain site.

The more incoming links the website has, the more importance search engines attaches to it. This will then increase your website’s placement in the search results.

Search engines do not just index the websites, they also index published articles. They also index any article that is written about your own website’s topic. So once someone searches for that same topic, the list of results will have your site or may even show the articles that you have written.

More Visitors = More Customers

If your site promotes a product or service, the higher search engine ranking that your articles generate will mean more potential customers for you. Since many people are now taking their buying needs online, having your site on the search engines through your articles is one way of letting them know about you and your business.

Your articles themselves can also entice more customers. A potential customer may stumble upon one of your articles and be interested enough to visit your site and find something you are selling that he just can't live without. For someone searching for a particular item, a light-hearted but professional article, with a little not-so-obvious sales pitch added may be just the thing to make him buy from you. Even if visitors are only browsing now, they may return to you for what they need in the future.

Visitor/Customer Trust

Articles can also generate an increase in confidence and trust levels of visitors and customers about your site and products. You'll get bigger sales more easily if people feel they can trust and believe in you, and articles show them that you know what you are doing and talking about. This also leads to "word-of-mouth" advertising - they'll tell their friends, family and peers and recommend your site to them, providing for an even larger volume of traffic and customers.

Is it any wonder that many webmasters are suddenly digging up their old buried writing skills and taking time to write more articles about their site than doing other means of promotion?

If you think about it, only a few minutes of your time is spent on writing one article and submitting it to free content sites. In a short span of time, those are distributed to more sites than you can think of. Even before you know what is happening, you are getting more visitors than you previously had.

If you think you are wasting your time writing these articles, fast forward to the time when you will see them printed and wide-spread on the Internet, resulting in sudden attention and interest that people are giving your website and your products or services.

Try writing some articles and you'll be assured of a sudden surge in site traffic, link popularity and interest. Before you know it, you'll be doubling and even tripling your earnings.

The 4 Things ALL Articles Must Have

The importance of articles in today's websites and Internet based companies are immeasurable. They dictate a lot in the success and the drive of traffic into one's site. It has become a key element in making a site work and earns a profit. A website operator and owner must have the good sense to include articles in his or her site that will work for them and earn them the many benefits articles can give to their site.

Articles have been known to be the driving force in driving traffic to a website. Articles are a factor in giving a site high rankings in search result pages. The higher a site ranks the bigger slice of the traffic flow pie it gets. With a huge traffic flow, there are more profits and more potential for other income generating schemes as well.

But, it is not just about stuffing your site with articles; they have certain requirements as well. These requirements must be met to obtain the maximum benefits an article will provide for your site. A well-written article will catch the eyes and interest of your customers and keep them coming back for more, and they will recommend your site to others.

Here are some tips to help you in creating your articles. Below you will read about four things all articles must have to make them successful and helpful in making your site a high traffic, profitable site.

Keywords and Keyword Phrases.

An article must always be centered on the keywords and keyword phrases. As people surf the internet, there are those who are just merely browsing, but many are actually looking for a specific something. When this happens, a searcher usually goes to a search engine and types in the keywords they are looking for (e.g. Toyota Camry, Meningitis, Tax Lawyer and Etcetera). It could be anything they want.

The important thing is that you have an article that has the keywords that are related to your site. For example, if you maintain an auto parts site, you must have articles about cars and their parts. There are many free tools available on the Internet that can help you determine what keywords and keyword phrases are most highly sought for your subject. You can use these tools to determine what keywords to use and write about.

Keyword Density

Once you have your keywords and keyword phrases, you must use them fully. An article must have good keyword density for a search engine to “feel” its presence. Articles should at least have ten to fifteen percent of keyword density in their content for search engines to rank a site high in their search results.

Keyword density is the number of times a keyword or keyword phrase is used in an article. The number varies depending on the number of words used in an article. An effective article must have a keyword density that is not too high or too low. With a very high density, the essence of the article is lost and may turn off a reader as well as the search engines. It comes off as overeager. A low number may be ignored by the search engines.

Good Article Content

As is stated above, you cannot just riddle an article with keywords. They must also be regarded as good reading materials. Articles must be able to entertain people as well as provide good information and help for their needs. Articles should be well-written with correct spelling and good grammar. If you want people to trust you, make your work high quality and well thought out.

People respond well to figures, facts and statistics. Try to get great information and as many facts as you can. A good and well-written article will boost your reputation as an expert in your chosen field or topic. As people believe in you more, they will trust you and your products.

Linking Articles

Another important thing to remember. if you are going to submit articles to E-zines and/or contribute your articles to newsletters and other sites, DON'T ever forget to include a link to your site. A little resource box with a brief description of you and your site should always be placed at the bottom of your articles. If people like your articles, they will most likely click on the link directing them to your site.

Create an Outline For Your Article

We've done it through junior high, and expanded it through high school. Then in college it became chapters. No matter how many times a person has done it, writing articles has proven to be a task many have continuously avoided. Now, at a time when writing

articles could help your job or work, the job at hand can be still faced with a lack of enthusiasm.

While there are a great number of people who do not see article writing as a chore, there are those who would rather walk on piping hot coals than do some article writing. What sets the first group apart from the second is that they are prepared and have some methods and procedures in writing articles.

One of the methods you can use to prepare yourself when faced with writing an article is to create an outline first. Creating an outline for all your articles makes you prepared. You have an idea of what to do first and make a plan for your succeeding steps. Being prepared makes the job easier and faster. Being organized will keep you from being distracted.

An outline can act as the design or blueprint for your article. This will guide you in creating the introduction, body and conclusion of your article. In your outline, you can jot down some of the ideas and sentences that you feel will look good in your article. This could become the focal point that will make your article creative, interesting and appealing to a reader.

A carefully planned and fully prepared project will ensure a problem- and worry-free procedure that will go without any hassles. Creating an outline for all your articles will get you ready to breeze through writing an article in no time at all. Here are some tips and tricks to help you create an outline for all of your articles.

Do some brainstorming and jot down your brilliant ideas first. Think of some ways to attract the interest of your reader. Designate a time frame where you can write down all the ideas that you can use for your articles. Review and reread your ideas and notes, and see where you need to do research to gain mastery of your topic.

The next step is to plan your sub topics and sub titles. Just as you want your first sentence to immediately grab the attention of your reader, you want the same for your sub topics. Be concise and clear.

This is the frame or skeleton of your article; now its time to flesh it out. You will need to expand your sub topics with the information that will form the body of your article. Just as the introduction will usher in the general subject of your article, you will need a conclusion to wrap up your ideas and drive in your main points.

Use your outline to write a draft of your article first. This may take more than one attempt but remember that it's called a draft for a reason. Your article will improve with each draft, until you have the finished product you want.

Reread and reread what you have written down. Always refer to your outline so that you don't drift away from your original intent. It's not hard to get caught up in a writing frenzy and go of on a tangent. Your outline will help you keep on track and serve as your guide.

5 Easy Ways To Turn on Your Creativity

Writing an article isn't just putting thoughts into words, and typing it.. You have to capture the interest of your readers and get them to keep on reading.

Putting words into images in the readers mind is an art. A clear and crisp depiction requires a certain flair that only creativity can provide. The main ingredient in baking up an article is a large dose of creativity. However, sometimes creativity can be elusive, that dreaded mental "roadblock" when you just can't think of a thing to say, or how to say what you *are* thinking.

So just what do you do when nothing comes to mind? There is no surefire way to get the perfect idea, but there are things you can do to get your creative juices flowing again. Here are five easy ways to get your creativity back on track:

1) Keep a diary or a journal...

Ideas can be triggered by anything you see, hear, smell, taste or feel (both tactilely and emotionally). Your senses are your radar in finding great ideas. Make note of them in a journal and use it for future reference. Include images, quotes, jokes, snatches of conversation, and anything else that catches your interest - ideas can come from anywhere at any time to be developed at a later date....don't trust your memory, write them down.

2) Relax and take time to sort things out...

A jumbled mind cannot create any space for new ideas. Close your eyes, take some deep breaths, visualize yourself in a peaceful place, and clear your mind. Look inside yourself and identify your emotions, and focus on those you want to express....and remember, even negative feelings can be a creative springboard.

3) Create a workspace that will inspire your creativeness...

Your workspace can be quite a hindrance if it doesn't make you feel happy or relaxed. Creativity comes from being in a good state of mind and a workspace that causes distraction won't be conducive to firing up your creative flow.

Surround yourself with objects that make you feel comfortable. You might use pictures, scents, music, objects that inspire, or anything that can get your creativity cranking. Keep it neat and organized to eliminate distractions and interruptions - it's hard to keep the flow of creativity going if you're constantly searching for things. With a comfortable workspace, you can work in peace and never notice the time pass by.

4) Set the mood...

Help yourself get into the mood where your mind works best. Some people find a little sip of wine or a hot bath helps stir up the imagination. Others use music or lighting to create the mood. Look into yourself and find what works for you.

5) Get away from it all!

Take a walk, play with your children/pets, visit a friend, let yourself go and just have fun - anything that makes a change in your usual routine will get your adrenalin pumping, give you a fresh perspective, and provide a jumpstart for your imagination.

Before You Submit To Article Directories

With modern communication technology comes the popularity of information-based marketing, which is one of the oldest and most effective techniques in getting targeted prospects to sites and converting them into buyers. This is why article writing, submitting and publishing are so popular.

There are many tools available to use to make the process of distributing your articles easier. While these are invaluable in easily getting your articles more exposure, let's first take a look at the common mistakes that some people make *before* submitting their content to article directories:

1. Confusing the reason to promote the articles with the reason to write them.

In article writing, there are three key benefits to you - branding, lead generation and promotion, which are all part of your optimization efforts.

But there is only one reason why you write an article, and that is to inform your audience. If the article is not focused on this primary and most important purpose, it will fail to achieve the three promotion benefits because no one will be interested in reading it.

You need to figure out first how to get people to read what is in your article, then make them click on your resource box. You can achieve this by producing better contents.

2. Failing to maximize the promotional opportunities of article marketing.

You already know that your articles can help you generate additional links back to your site. Better search engine results also are great benefits. But these things do not put much money in your pocket. There are other factors that can turn your article marketing efforts into an opportunity that can boost your earnings, not just increase the traffic to your site. Part of doing well in your article marketing is getting picked up by publishers with a large audience and gaining the ability to leverage other products because of the quality of your work.

3. Publishing content that does not help your readers.

Guess what? Not all article banks and directories are going to accept your content automatically. Oftentimes, they have some guidelines and specifications on the articles that they are accepting.

You can double the number of sites you can submit to by writing articles that the directories want to share with other people. All it takes is one publisher with a hundred thousand readers to increase your potential audience overnight.

Write the articles that publishers want in their publications if you want your article marketing to work the most effective way for you. This also means you have to obey the standard guidelines, spell checks, researching on a good topic and even hiring a writer to produce a good content on your behalf.

In the end, it is all really a matter of choice on your part. You can start getting a little exposure from increased links back but on a very basic level. Or enjoy massive exposure from a little extra time making quality contents.

It will be your choice. You may not be aware of the fact that an article submitted on directories is not meant to have the same level of exposure as highly-targeted content ones geared on a narrow group of people.

Learn the difference between these two and it will surely help you know what kinds of articles to write and to submit.

Red Hot Tips To Get Your Articles Read

An article is supposed to be read, that's its purpose - to impart your message and information. If no one reads it, then it's a waste of time and effort.

To accomplish this, *articles have to be written to be read*. It's just a matter of making them good. Writing a good article doesn't have to be strenuous and straining. Once you get the hang of it, writing articles can be fun, as well as profitable for you and your site.

To make sure that your articles get read and enjoyed, here are six **red-hot** tips to make your articles readable and interesting.

1) Use short paragraphs.

When paragraphs are overly long, it can get quite confusing and become too much work to read. The reader will quickly move on to articles that are easy to view as well as easy to read. Paragraphs can be a single sentence, sometimes even a single word!

2) Make use of numbers or bullets.

As each point is made, numbers and bullets can quickly make it easy to remember and digest. Format your bullets and numbers with indentations so that your article won't look like a single block of square paragraphs. Add a little bit of flair and pizzazz to your article's shape.

3) Use Sub-headings to sub-divide your paragraphs in the page.

Doing this will break each point into sections but still keep them incorporated into one whole article. It also creates a smooth flow for the reader from one point to another. You won't lose your reader's attention or the direction of the article.

4) Provide a good attention-grabbing title or header.

If your title can entice a person's curiosity, you're already halfway there in getting them to read your article. Use statements and questions that utilize keywords that people are looking for. Provide titles or headers that describe your articles content but are also be short and concise.

Use titles like, "*Tips on making her want you more*", or "*How to make her swoon and blush*". You could also use titles that can command people; for example,

“Make her yours in six easy Ways”. These types of titles reach out to a person’s emotions and makes them interested.

5) Keep them interested from start to finish.

From your opening paragraph, use real life situations that the reader can relate to. Use good descriptions to drive in your point, just don’t overdo it. Graphic metaphors and similes make it easy for your reader to imagine what you are talking about, making their reading experience more enjoyable.

6) Utilize figures when necessary and not just ordinary and insipid statements.

Using specific facts and figures can heighten your article’s impact by making it authoritative. But do not make it **too** formal, use a conversational tone as if you were talking to your readers, not lecturing them.

Writing a Resource Box that Makes People Click

The Internet is the information highway, this phrase has been used so many times it should be nominated for the Internet Cliché Award. People that go to the Internet are subdivided into groups, but generally, they are looking for information. No matter what the topic, the Internet provides us with information that we couldn’t find anywhere else with such ease.

Through the recent years many people have learned the secrets of Search Engine Optimization. More and more sites have seen the effects articles have had on the traffic to their sites. There are sites devoted entirely to providing articles that can be read by their visitors and which have links that could lead to many sites that are related to the topics and subjects of the articles. If a reader likes what they read, they often want to find out where the article came from in order to read more. This is why a resource box is so important that no article should be without one.

A resource box is what drives traffic from your article to your site. It’s usually found at the end of an article, and contains the name of the author, a brief description of the author, a brief description of the sponsoring site and a link to that site. When readers click on your resource box, you generate visitors to your site who become potential customers.

Like the article itself, the resource box must also be **eye-catching** to demand the attention and interest of the reader. Since the resource box allows you only a small space, using the right content in the box is essential to provide the incentive for the

reader to go to your site. So, what is good content for your resource box? Creativity and keywords!

You only get a small space for your resource box so you have to make the most of it. A boring resource box will never get a job done. Include keywords that are related to your site and be fun and creative to catch the attention of your reader and let them know that your site has a lot to offer. Arouse their curiosity, make them think and be intrigued, but don't mislead your potential visitors about what they will find.

Use your resource box to make a good impression and build your credibility so that when people visit your site and browse what you have to offer, they feel good enough about you to refer their friends to your site.

Never underestimate the power of the resource box. It may be small in size but it's a significant part of using article to drive traffic to your site.

If You Hate Writing Articles...

Owning, running and maintaining an Internet based business or a site requires articles. Plain and simple, every one who has a site knows this. Even those who don't have sites but are frequent Internet users know this as well. Articles quench the visitor's thirst for information and knowledge and provide many other benefits for the site, as well.

Articles help provide a higher ranking in search results for keywords and keyword phrases that pertain to your site through backlinks to your site. They provide additional website visitors when linked to your site from another site or newsletter. Articles also generate an increase in the confidence and trust levels of visitors and customers about your site and products.

Although we have established that articles are very important to a site and a business, there's just one problem – not everyone likes writing articles or has the time to do so.

So what are the other options?

There are a number of places to find free and low-cost content – check out the different options below and find what's best for you.

Public Domain

The first place to look at for free articles is in the public domain. With these, you won't have problems with copyright infringement or the ensuing penalties and fines if you get caught for plagiarizing someone else's work.

Public domain articles are articles either freely given to the public for public use, or articles on which the copyright has expired. You can do whatever you want with them. You can place them on your site, name them as yours, put them in a newsletter - it's your decision. Do a search for "articles private domain" to find some - just be sure to choose articles that are relevant to your site.

The downside to public domain articles is that since they are free for everybody, many of your competitors may have access to them as well. Since every site needs to be original and unique even though you have the same niche, this could be a predicament. You may have to edit them a bit, or rewrite them completely to make them different and place more keywords and keyword in them.

Private Label Rights

Private label rights (PLR) articles are much like public domain articles, in that you can usually modify them or use them in any way you like. They're available from many sources including sites devoted to their distribution, limited-time "giveaway events" and sites offering them as freebies or for sale in product packages. (See the last page for links to some of these resources)

Whether you get them for free or purchase them, be sure to **ALWAYS** check the license that comes with them, as your allowed usage of the articles may vary from source to source and package to package.

Other People's Articles

Another way to get free articles is to allow other sites that have the same subject or topic as yours to submit articles to your site, or get other people's articles from the same article directories you use for your articles.

However, this should only be used to augment your existing content, or all your articles would be leading to other sites through the links in their own resource boxes.

Have Them Written For You

There are many article writers doing part-time and freelance article writing who charge only minimal fees. You can get good articles with keywords and keyword phrases

relevant to your site. Be sure in the terms of your agreement that you hold copyright to them and will be able to use them anyway you want.

PLR ARTICLE SOURCES

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