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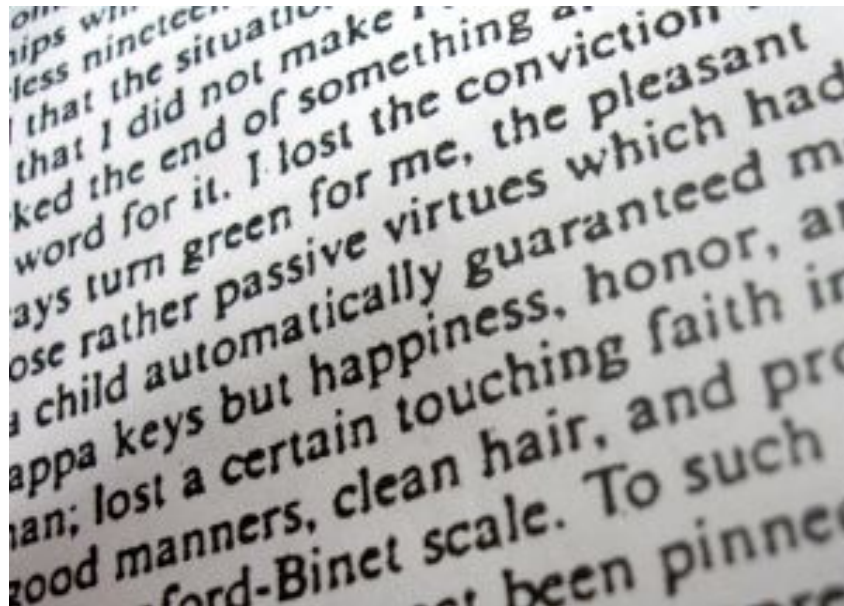
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# Foreword

Not many link building strategies come close to the results you are able to get by regularly sending off high-quality articles to numerous article directories. Material that individuals wish to link to may help direct great amounts of traffic to your site, with the right application of article marketing strategies. Link building endeavors bank on article marketing, which successively builds on content that's enlightening and well written.



## *Article Marketing Magic*

More Traffic With Articles

# Chapter 1:

## *Article Basics*

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### Synopsis

Acting as a teaser for a particular business, product or service article marketing is almost the first glimpse a potential customer gets into the item being promoted.



## **The Basics**

Made assessable to any interested parties on a wide scale this teaser should be able to attract interest with its short descriptions. A well written piece used as an article marketing tool should have the potential of increasing the business credibility or product credibility within the market platform.

Besides this it should also function as an element to draw new clients and business. The tool is used to effectively create an introduction with the intention of enticing a sale from the receiving party.

As these articles should be as concise as possible some notable elements should be included such as the title, the general description content, corresponding resources to name a few.

Within the frame of the title which is by far the most important feature that should be attention grabbing, the gist of the article should be stated in just three to four words. Keeping it concise and direct rather than grammatically correct should be the aim.

When creating the content part of the article, here too keeping the information concise is important. If promises are made in terms of tips and ideas then this should be divulged accordingly and informatively.

Making use of sub titles to keep the interest of the viewer is also very much encouraged. Making references to other sources and links should be included in the article for further credibility. At some point there should also be information on the individual's expertise included.

Choosing the site where the article is to be posted is also something that needs a certain amount of consideration. Some popular recommendations are Ezine Articles, Go Articles, and Idea Marketers. Targeting niche directories are also recommended.





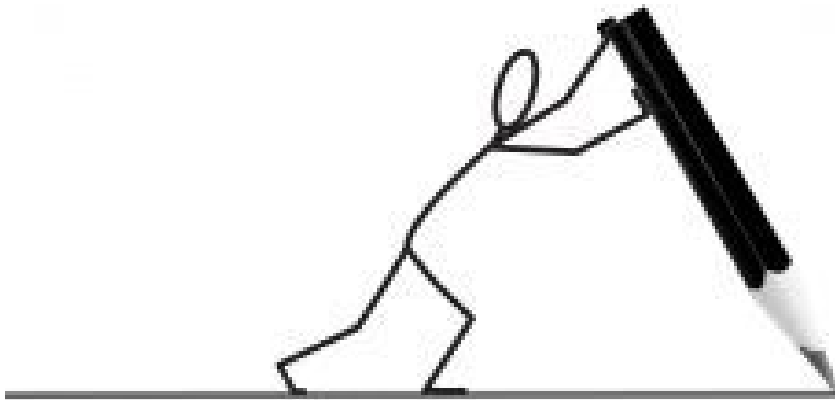
# Chapter 2:

## *The Benefits Of Article Marketing*

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### Synopsis

The reason article marketing is a very much sought after tool for enhancing traffic to a site is in the effectiveness of this tool. It has been noted that writing and distributing articles is among the most effective methods of generating traffic to a site.



## **The Advantages**

Actively looking for online publishers and article submission sites to post an individual's article is the best way to instantly direct huge amounts of visitors to a site.

If the host site already has a huge traffic listing from subscribers then this subscriber list is then made accessible by the interest generated from the listed article.

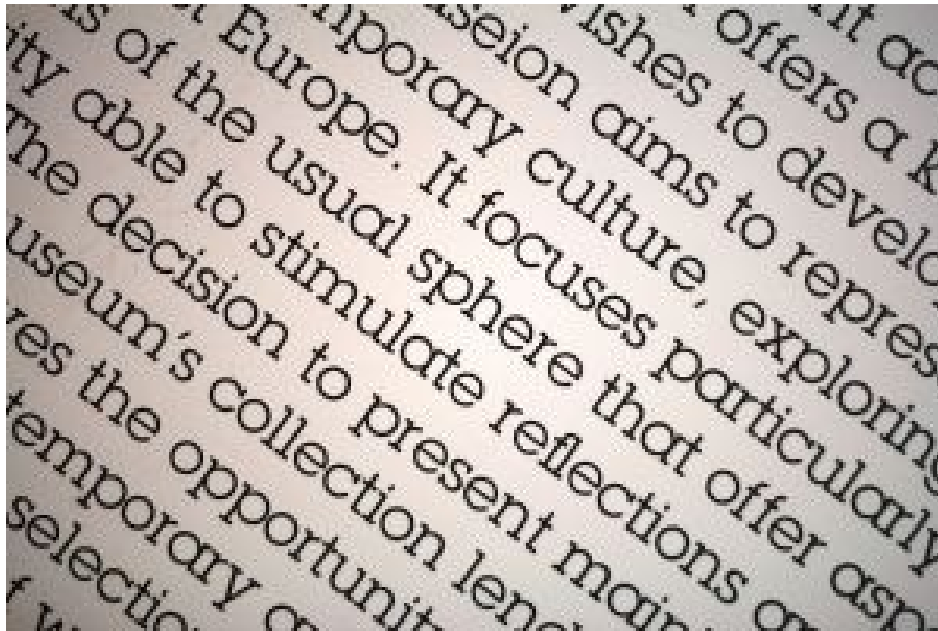
Benefits gained from a well written, accurate, and credible article should not be underestimated. Visitors to the site who read and find the information both reliable and interesting will be impressed enough to form a loyal following thus contributing to establishing the good reputation of the writer.

Establishing the ever valuable links to the site because of the article marketed is another benefit this tool brings about. The more links formed the better the interest in the site because of the possible visits encouraged.

This then attracts the attention of the search engines that are constantly monitoring the rankings and adjusting them accordingly. Higher ranking positions are made possible through the popularity of article marketing.

Another benefit of the article marketing tool is that it is viewed as a pre sale feature. Hard selling tactics at the onset is not always very viable and sometimes even works against the desired effect to garner a sale, thus the article marketing tool works as an effective introduction and allows the visitor to make a more informed decision regarding the merits of the article's subject.

The reoccurring traffic flow to the site is also another benefit if the article marketing is done correctly. Keeping the information constantly updated as encouraged.



# Chapter 3:

## *How To Use Article Marketing Correctly*

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### Synopsis

As in all things touted on the internet for effective marketing purposes, using the tools properly is the only way to ensure the tools are creating the desired outcomes they are projected to be capable of. Therefore there is a need to consider how the article marketing tool can be used effectively.



## **Doing It Right**

The foremost point to be established to ensure the effectiveness of article marketing lies in the contents of the said article. The article should be concise and well written in order to be able to hold the attention of the visitor to the site long enough to make a positive impression, while all the time keeping in mind the fact that most internet users have neither the time or the attention span to waste on nonsensically written material.

In ensuring effectiveness, the article must also have a theme or focus where upon the entire article should be based upon. Having other information that is either not relevant to the content or even contradicting to the content would be rather foolish indeed and thus negate the effectiveness of the article. Thus sticking strictly to the topic is very important.

Using the article marketing platform to hard sell a product or service is frowned upon. The article should be designed to be informative and interesting as this is what will effectively create the interest of the visitor to seek further information on the topic within the article.

Making use of keywords is also another effective way of getting the article recognized by search engine spiders. This recognition will help in the ranking levels awarded to the site where the article is featured.

Formatting an article resource box should be done. Ideally using only a couple of lines at most create an appropriate introduction without too much detail, ensuring it relates to the website and article content. Use the article directory websites to create up to three links back to the original site.



# Chapter 4:

## *Making Money With Article Marketing*

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### Synopsis

Designing an article that has the main objective of enticing the visitor visit the individual's website by clicking on the link should be a priority. Beyond this, trying to add other unnecessary elements like trying to introduce the element of selling would not be wise. At this point the article marketing angle is only creating the circumstances for the money making process to launch itself.



## **The Revenue**

Because the article marketing tool is rather uncomplicated, free and direct, the chances of making actual money on line is really very good. All the individual has to do is to ensure the object of the article is marketable.

Having a well written article about a product or service that in obsolete or already over saturated in the market will not garner the interest needed to entice the visitor into taking the next step to visit the website where further information and perhaps a purchase can be made.

Creating a landing page on the individual's own website can facilitate the push for traffic to the landing page. This is to encourage the visitors to easily take the next step which may include signing up for something, buying something or joining the mailing list or any number to the many benefits that can be derived from this.

In this way at the very least revenue can be earned from the clicks initiated. Having the opportunity to pre-sell the product or service is always better than trying to hard sell thus by using this method to gain the interest of the visitor the possibility of making money is present rather than turning the customer off by hard selling or bombarding them with numerous ads that they have no interest in.



If the individual does not have any particular product or service for the business launch then visiting some forums or sights to view what is popularly being discussed or used would be one way of making money using this tool.



# Chapter 5:

## *Getting The Best Out Of Article Marketing*

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### Synopsis

Article marketing may supply your network marketing efforts with a much-needed boost by leading a big number of additional Net users to your site. Regularly submitting superior articles to article directories is a great beginning. Don't send too many articles to the same directory per day, as a few article directories might see this as spamming.



## **Helpful Tips**

There are a lot of article directories on the Web you may send your fresh articles to. You may submit your material to 2 sorts of directories: a few of the top article directories, and directories that are oriented toward your niche.

To do the latter, enter your keywords and the phrase ‘ezine directory’ into Google’s search box.

A few of the most popular article directories on the net include:

- [www.ezinearticles.com](http://www.ezinearticles.com)
- [www.goarticles.com](http://www.goarticles.com)
- [www.articlebase.com](http://www.articlebase.com)
- [www.articlecity.com](http://www.articlecity.com)
- [www.articledashboard.com](http://www.articledashboard.com)
- [www.ideamarketers.com](http://www.ideamarketers.com)
- [www.isnare.com](http://www.isnare.com)
- [www.searchwarp.com](http://www.searchwarp.com)
- [www.selfgrowth.com](http://www.selfgrowth.com)

And submitting to a network of blogs like My Article Network that touts over 20,000 blogs may virtually explode your exposure and backlinks.

Going over your articles for any oversights, like misspellings, and following correct phrase structure and grammar are crucial. Running a spell check on every article, as well as affirming that your links are right, will give you a better chance at promoting your articles.

One may send articles to article directories manually, though this might prove to be boring and time-consuming. Utilizing article submission software, like Automatic Article Submitter, will save you much time and effort, as well as minimizing mistakes due to oversight.

Brad Callen's Article Submitter software is likewise a great option. The program fills essential data in the pertinent fields by itself. All the user has to do is click 'submit' and go to the next site. The aforesaid software saves time while displaying the Page Rank rating of the web sites you send your articles to.

For a more machine-driven article submission process, ArticleOnTap's submission service works good. These services will enable you to send your articles to many sites and market your articles, fast.

Isnare and Articlemarketer both charge rates for their article submitting services. The rates change according to the number of articles, with Isnare billing \$10 for every 5 articles, and Articlemarketer calling for a yearly fee of \$239. The latter lets a user

submit any number of articles. Articlemarketer's gratis account permits the posting of articles to a few dozen sites.

For individuals fresh to article marketing, or those who have limited means, Article marketer's gratis account or Isnare is advised. If you've the financial means and require sending a big number of articles, go with My Article Network.



# Chapter 6:

## What To Avoid

## Synopsis

One on the first things to avoid is using long titles. Using boring is also to be diligently avoided. Understanding that the title is the only thing that is going to attract the visitor to actually go further and explore the contents of the article is crucial in ensuring the right words are chosen for a title. Also avoid title that could be deemed offensive or attacking. Choosing a title which is later found to be of no connection to the content matter is also something to avoid.



## **What To Stay Away From**

Designing the content to be placed in just one long paragraph is another element to avoid. The end result would look very unappealing and perhaps even time consuming to consider reading.

Formatting the content into smaller and shorter more concise sections would encourage the visitor to at the very least browse through the article.

Also one should avoid using sentence structures that are complicated and difficult to understand. Keeping the sentences short and to the point will ensure interest in not waned.

Avoid creating resource boxes that are self promoting. The idea behind the visit to the site is mainly to know more about the product or service first mentioned in the article marketed.

Thus having unnecessary information about the individual would serve no purpose at all. Avoid the urge to have a lengthy description and instead focus on encouraging the visitor to further explore the site.

Avoid making promises that one has no intention of keeping, such as enticing the visitor with “free” things if the visitor completes reading the entire content within the site. This will not only questions the

credibility of the site but also the individual's products or services being sold. Also avoid making promises in the sales pitch that the product cannot actually deliver.





# Wrapping Up

Article marketing may give your site more exposure by increasing the number of your backlinks. Article directories may host your material and display information that leads to your site, increasing the amount of select traffic through the spreading of great content.

If your site achieves a higher rank in the search results pages, this will get your web site more visitors and likely regulars or buyers.

Committal to writing and submitting articles, which are relevant to your internet site or product's niche, may construct your reputation as an expert in the said niche. This practice is likewise helpful, expanding your reach to more conventional media who wish to utilize (and market) your articles.

As you acquire experience, you may perfect your article marketing techniques to the maximum. A favorable outlook contributes to a successful beginning.

Of course, it's all-important that your articles are informative and of high quality or nobody would wish to read them. As luck would have it, you are able to make use of quality article writing services if you don't have the time or passion to compose them. So get going today!