CHECKLIST



ARTICLE MARKETING CHECKLIST

This is a checklist of all of the tasks included in the Article Marketing manual. It would be a good idea for you to print this out and then you can check things off as you work through the book.

TOPIC SELECTION

- ☐ Start with a niche you like
- ☐ Use product to determine what you are going to promote
- ☐ Understand your audience (target market)
- ☐ Find sub-topics
- ☐ Check out the competition

RESEARCH

- ☐ Google's Adwords Keyword tool
- ☐ Micro Niche Finder/ Market Samurai (Paid)
- ☐ Trends

ARTICLE STRUCTURE AND LENGTH

- ☐ Look at other articles on the same platform
- ☐ Keep articles to about 400 words unless technical (they are longer)
- ☐ Check out article guidelines on the sites you are submitting too for more information

WRITING THE ARTICLE

- ☐ Attention grabbing titles
- ☐ Excerpt- summary
- ☐ Introduction
- ☐ Main points
- ☐ Concluding paragraph
- ☐ Author's Bio
- ☐ Links you want to use

CHOOSING ARTICLE TYPE

- ☐ How-to Articles
- ☐ List Articles
- ☐ Review Articles
- ☐ Round-up, Comparison Articles

SEO FOR ARTICLES

- ☐ Using relevant keywords
- ☐ Checking keyword density
- ☐ Formatting your keywords
- ☐ Targeted titles
- ☐ Image names (optional)
- ☐ Social bookmarking (where appropriate)

PROOFREADING YOUR ARTICLES

- ☐ Editing

- ☐ Delete repetitive statements, or words
- ☐ Does it make sense?
- ☐ Does it flow?
- ☐ Is the content accurate?
- ☐ Proofread it again

DISTRIBUTION

- ☐ Sign up to article directory sites
- ☐ Submit articles
- ☐ Ensure your links work
- ☐ Respond to comments (where applicable)

That should give you a head start over the competition, so keep the lead by expanding on it.