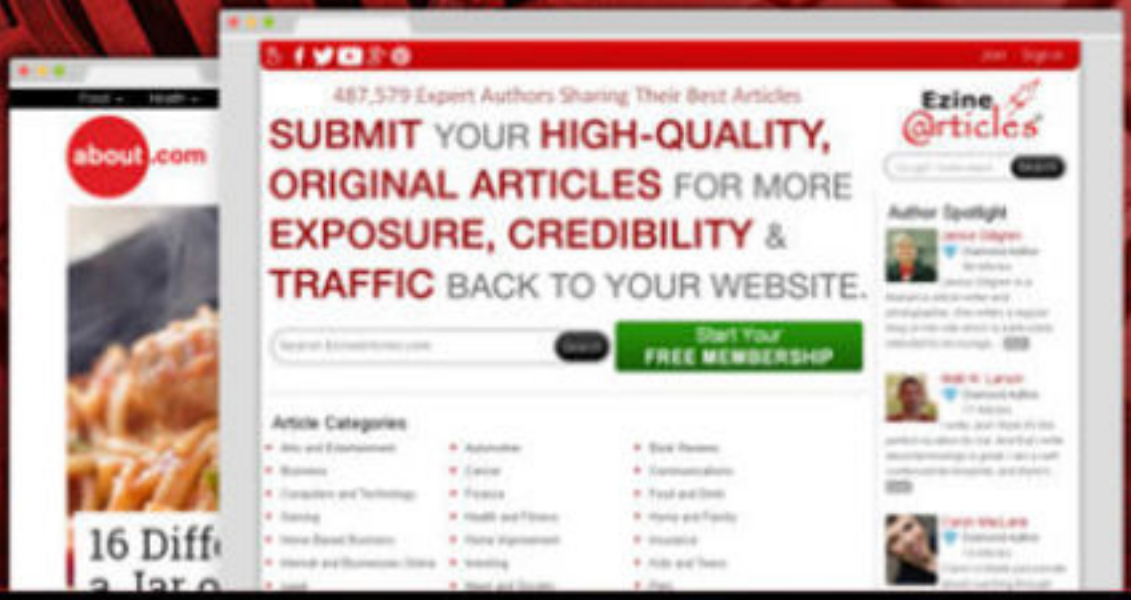
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Moni Arora

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CHAPTER 1

INTRODUCTION

The book has been written for the Internet marketing novice, someone who is looking to dip their feet in the extremely lucrative world of online marketing. The book has been structured, along with the accompanying material in a way that takes you from a basic understanding of article marketing - all the way to publishing your very own SEO optimized, traffic diverting articles!

If you are looking to make money or just want to make your mark in the online community you must familiarize yourself with a few things about Internet marketing in general and what it involves.

Any type of marketing involves a product and/or service you can create hype" around through advertising and same goes for online marketing. There are a number of ways to market a product online and article marketing is one of the best methods to promote your product / services / offer.

The simple truth, you need to know before jumping into the online marketing arena is that the online marketplace is fiercely competitive. If it is the proverbial "dog eat dog" world out there, it's definitely the "dragon eat dog" world online. You need to have a plan and be willing to commit to it to gain any kind of success online. Otherwise, the Internet is littered with many a failed, "genius" products or services.

If you are ready to do the hard work, we can start with a brief look at what article marketing really is.

ARTICLE MARKETING AT A GLANCE

Let's get started with the origins of article marketing, which were in place long before the online article-marketing phenomenon.

Ever since mass printing was invented people have used article marketing as a means to drive attention towards their businesses. Flyers, brochures, catalogues, newspapers, magazines and many others are considered great avenues of advertising.

The only difference with online article marketing is, it is cheaper (practically free if you write the articles yourself) and you have access to wider audience. These two advantages have made article marketing indispensable to the success of online businesses.

There are only a few steps involved to get you started:

- Researching/ deciding on topics for articles
- Researching/ finding keywords for articles
- Writing the articles
- Signing up with article directories
- Publishing the articles

All that is left is for you to sit back and enjoy the traffic (revenue) roll in. You can either write the articles yourself or you can hire a freelancer, if you are not confident in your own writing skills. Either way, it is very cheap to set up an article marketing campaign and once the traffic starts rolling in you will be glad you decided to invest the time.

CHAPTER 2

ONLINE MARKETING

GETTING NOTICED IN A NETWORKED WORLD

According to Netcraft there are 968 million registered, active domains as of June 2014.

This is a lot of competition for attention by any standards. To stand out means to not only create a quality product or service but also give it a boost by creating a great marketing campaign around it.



The “build it and they will come” mentality just does not work online. If you wait around for people to find you rather than targeting your customers, you have a little chance of success. The beauty of online marketing is that, it is relatively inexpensive when compared with its conventional contemporaries.

Another great thing about online marketing is that the results of the marketing can be measured and analyzed.

Conventionally, marketing campaigns on TV, radio, billboards and posters do not have a measurable effect determining the success or failure of a campaign based on the marketing.

With online marketing you can tinker and tighten your campaign to perfection by analyzing the way traffic interacts with the site and by their composition. You can target the audience that is interested in your product so that the traffic you drive to your site is quality and is

interested in buying your product/services. This quality traffic will all but guarantee sales if you have a good product and a great sales page.

Driving targeted traffic to your page is not merely about buying a bunch of advertising credits on Google Adwords or the like; you have to realize that the average Internet user is getting increasingly savvy. No matter how well you disguise a commercially bought link, most visitors will spot it.

If you go the route of providing free quality content that links back to your site, you have more of a chance at converting the visitor into a buyer. Coming back to the sheer volume of competition online, we will reiterate the importance of quality when it comes to the content you are putting your name on.

It can be articles, viral campaigns, blogs, podcasts or any other form of content but it needs to be quality that represents the rest of your business's standard.

CONTENT: AS A TRAFFIC MAGNET

As we have discussed tepidly in the last topic, quality content can drive traffic to your site that is both loyal and interested in buying your product. Here are some further benefits of utilizing content as a traffic magnet:

1. The reason most people search the Internet is to find information, if you provide that information for free they will feel compelled to follow the link and see what else you are offering.

2. Spreading the content that drives traffic over the Internet gives your business more open doors and options for attracting attention. Having just one site of contact with your customers is no longer an option.

3. Google and other search engines like to alter their algorithms for indexing sites to keep the competition on their toes, which means that you can be on topping search engine results one day but crash the next. Article marketing ensures a way around search engines that guarantees traffic as long as the article exists on directories.



4. Providing quality content builds your reputation as an expert in the industry and that reputation translates into loyalty for the product/s you have to offer.

These are only some of the benefits of using content to driving traffic to your site instead of relying upon the more expensive modes of advertising online.

CHAPTER 3

GETTING STARTED

SELECTING APPROPRIATE TOPICS

When selecting topics one thing is certain, the topic of the article has to be related to the product/service you are aiming to market through that article. Relevance is of the utmost importance if you are trying to divert converting traffic to your link. The logic is simple; if people are interested in your article they are interested in any product/service relevant to that article.

Selecting an attractive and appropriate topic can only begin with defining the niche you want to explore and develop an authority over. Selecting topics is a process that requires discipline, research and dedication because a good article marketing campaign dictates you submit at least a couple of articles a day. That means you will have to write bunch of articles on the same topic/niche, so you have to be clever about choosing topics that are not repetitive and/or boring to the reader.

Here is a process that will help you jot down interesting and appropriate article topics that will help you grab the readers:

- Look at your product and decide what you are promoting through these articles. This might seem like common sense, but what we mean is that you need to be specific here. If your product is a fitness DVD, you should know what kind of fitness enthusiasts you need to attract based on the content of the DVD. Yoga, bodybuilding for men, Cardio for women, Pole dancing etc. will all have a very different, distinct audience. Know what you are promoting.

- The second step would be to clearly demarcate your target market. If you already do not know your target demographic or are unsure about the exact composition, you can use free tools like www.alexa.com

- Following the steps above gives you a clear idea of what to write and for whom. Now, you can start jotting down any article ideas you already have in your head and start from there. Break down every idea you have about an article into sub-topics.

Go through the sub-topics and see if you can break them further down into subtopics, repeat this exercise till you cannot break down your initial ideas any further. You will by the end of this exercise have a list of topics to choose from to start or if you are ever in a bind you can come back to this list for ideas.

- This step will determine the authority and expertise you have over the subject by literally keeping your finger on the pulse of your market. Join, communities or blogs (blog rolls) that are based on or around the same idea as your product.

A community of your target demographic talking about what they want next and/or what they like/dislike will give you unprecedented insight into what to write about.

Join or look through sites like

www.43things.com
www.wordpress.com
www.google.com/trends

www.answers.yahoo.com
www.blogger.com
www.itsasickness.com

```
Hint: A few of these links may not work at the time of
publishing.
```

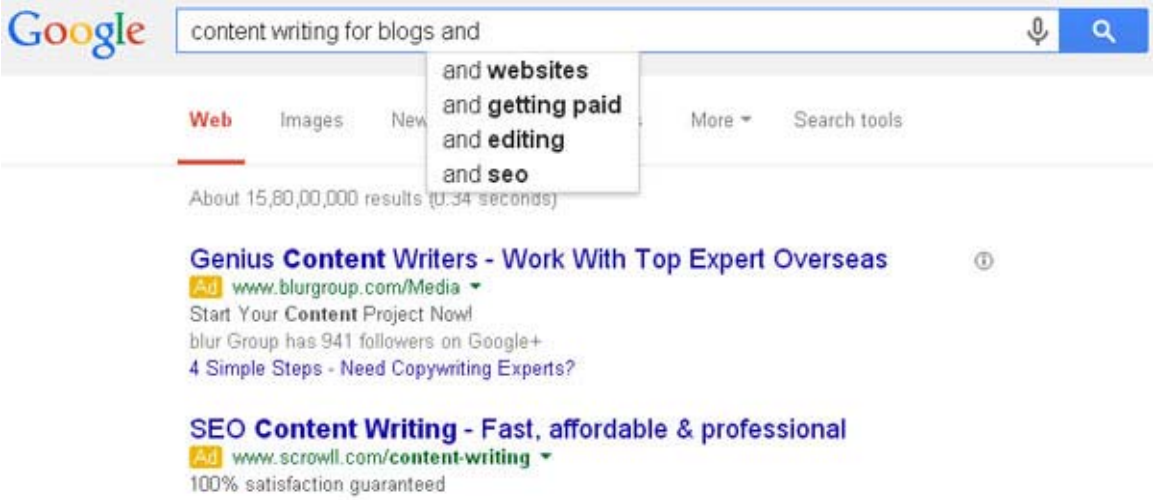
And other such sites depending on your niche.

- The last step is all about keeping an eye on the competition and their article marketing campaigns. Go through some article directories like www.ezinearticles.com, www.ehow.com, www.about.com etc. and see what kind of following and/or material your competitors are publishing. This will help you define and/or expand your own list of appropriate topics.

When you have all the ideas for possible articles you will be required to do a complete keyword research in order to get your article ideas primed and ready to be written.

KEYWORD RESEARCH

A friend of ours jokingly said of keywords once, “Words that haunt an Internet marketer.” As you delve further into the world of online marketing, it will become obvious to you, how true this statement really is.



Keywords are, basically terms that people put into search engine query boxes and search for. The reason why they are so important to online marketers is because the results of the search are based on the relevance of the keywords to your site and/or articles. There are many tools and organizations that service this very need of finding and targeting the right keywords and driving targeted traffic through them.

Let's look at keyword targeting with a practical example:

If a person has developed a website providing online tuition to CA (Certified Accountant) students he/she will only benefit if the traffic visiting the website are interested in or are doing CA. Similarly, CA students will search for "CA tuitions" and not just "tuitions".

This means you need to populate your content with keywords that are relevant to your target demographic and specific to your niche. Researching for keywords does not have to be painful or overwhelming, as most "experts" would have you believe.

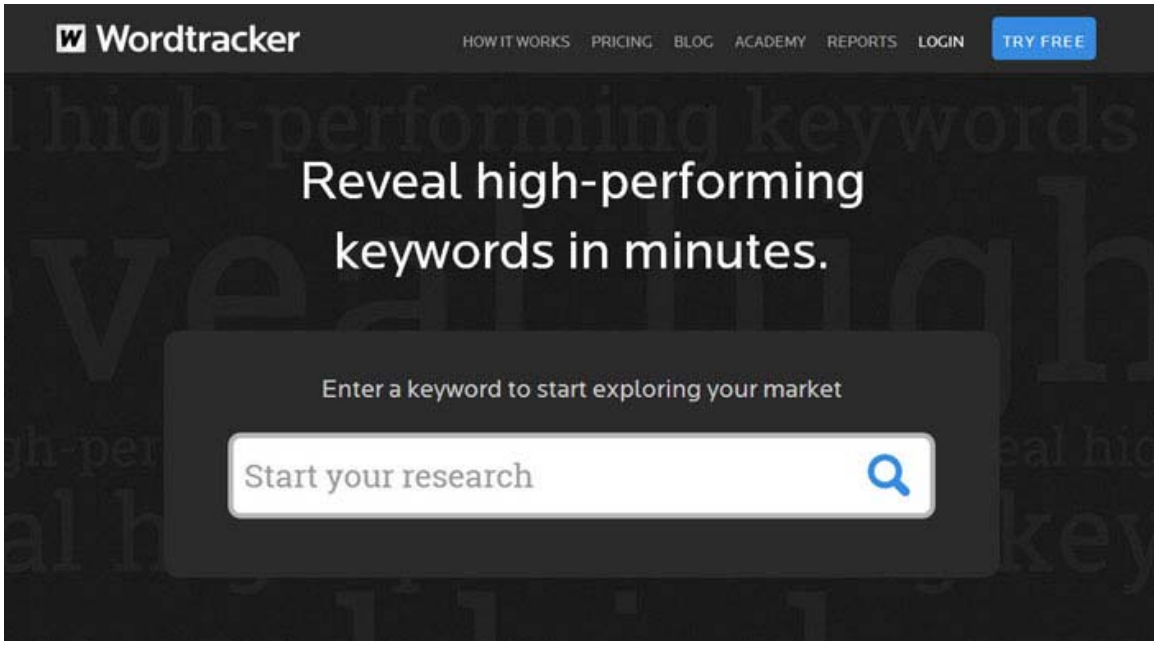
If you understand how to optimize your article/content with keywords and learn a few tips on finding the right keywords to target, you will be able to write SEO (Search Engine Optimization) articles with great flair.

To help people find you and your content, you need to follow these simple tips on SEO through keywords:

> **Tip # 1:** There are many specialized free tools that may help you in finding the optimal keywords. Use them to your advantage by typing in a phrase or word/s related to your niche and pick from the several keyword suggestions generated. You can use tools like

WORDTRACKER

www.wordtracker.com



GOOGLE KEYWORDS

[Google Keyword Tool]



YAHOO KEYWORDS

[www.vretoolbar.com/keywords]



Likewise, you can find other tools paid or free online.

Tip # 2: After you have selected a keyword/s for your content, you can start populating your articles with them, by keeping couple of things in mind.

Try to incorporate the keyword in the title of your article. This increases the value of the articles in terms of search engine ranking. Do not try to stuff the keyword/s in the title even if it does not work. It is also good practice to use your keyword/s in subheadings, summaries and any other accompanying content.

Keep the keyword density of the articles between 2%-3%. This means repeat the keyword/s 2-3 times every 100 words. This will make the content optimized for search engines, but not stuffed. Keyword stuffing can get your content blacklisted from search engines and it puts off readers.

Tip # 3: Using Google Suggest to find long tail keywords. This means looking for and targeting phrases instead of just a word or two. The benefit here is that most people search for phrases and by using those specific phrases you can target a more specified audience and beat out the competition.

Targeting long tail keywords instead of short tail is a tried and tested method for achieving higher revenue per visitors. This means more money and sales even with low traffic rates.

Tip # 4: Use specialized software tools such as MicroNicheFinder (http://www.micronichefinder.com) and MarketSamurai (http://www.marketsamurai.com) to look for previously untapped niches and keywords.



These are specialized software and a good investment for anyone looking to dominate the market with their article marketing campaign.



Once you have researched and found appropriate topics and found relevant keywords to target your intended market, you can start authoring the powerful content that will not only get you the requisite sales but also increase your online presence significantly.

POPULAR TRENDS

Spotting and capitalizing on any popular trends in your industry is going to be your most ferocious skill, as far as article marketing is concerned. Keeping your finger on the pulse of the industry and getting the latest word out to your readers, fast is a great way to cement your authority in any industry and/or niche.

Spotting trends is easy if you start using market analytics tools like-

- Google Adwords (https://adwords.google.com),
- Alexa (www.alexa.com),
- MicroNicheFinder (http://www.micronichefinder.com)
- MarketSamurai (http://www.marketsamurai.com)

Look over the analytics reports every other day if not every day to get an idea of what the world is searching for and interested in.

This is a tested way to beating out the competition even when you are facing tough competition for the selected keywords. Another thing to consider before jumping on every popular trend is to consider the longevity of the trend itself.

Investing a lot of money and effort in getting articles up, that address a certain trend, is a waste, if the trend is only going to last a week. Keep an eye out for developing trends in the fast changing online marketplace and jump on the new opportunities that arise to stay on top and be the content king of your niche.

CHAPTER 4

CREATING YOUR OWN CONTENT MAGNET

LENGTH OF ARTICLES

Now that you have all the information to start writing your articles and creating a powerful content magnet, the first step on your itinerary should be deciding on the length of the articles. The biggest mistake is writing the article without making this very crucial decision.

Remember this is not just a writing exercise, you are launching a marketing campaign and your top priority should be the audience. There is no strict formula for deciding the perfect length of the articles. Here are a few rules that will help you decide the length of articles that is right for your campaign:

> **Rule # 1:** Find out how much time your target audience spends on the Internet, reading. This sort of data is available through different analytical websites and software. Some popular ones are Alexa (www.alexa.com), Adobe Analytics (http://www.adobe.com/solutions/digital-analytics.html) and Google Analytics (http://www.google.com/analytics).
>
> **Rule # 2:** Write short and informative articles. It is almost always the right thing to do exception being you are an extremely engaging writer. Avoid stretching out articles without any meaty content. People do not appreciate fluff.
>
> **Rule # 3:** The exception to rule # 2 is that technical articles are longer. If you are writing an article about a breakthrough in forensics or explaining the code for software, go ahead and

make the articles as long as you want. In these cases the audience is looking for as much information as you can provide.

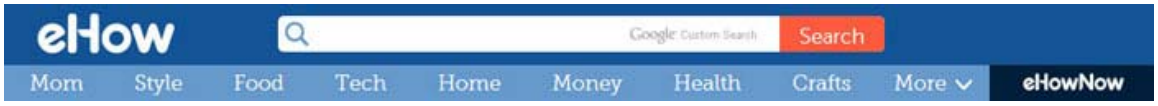
Rule # 4: Search engines tend to overlook or push back articles shorter in length than 700 words. As an example, if there are two articles on one subject and one is 800 words and the other is very witty and smart but only 500 words. The search engine will not be able to detect the quality of the written word and will likely choose the longer article for the top spot.

Keeping these simple and effective rules in mind, you can decide on the length that best suits the subject you are tackling through your articles. In the end, it is a trial and error thing; you can always adjust as you start writing more.

> **Insider Tip:** If you still cannot decide, read other people's articles on the same topics. Look at their length and keyword density to decide your own.

STRUCTURE

The structure refers to the anatomy of the article you are about to write. What makes articles different from a sales pitch or a press release or even a poem is the structure. All article directories require you to follow a structure to lay out the information.



Take eHow (www.ehow.com) they accept all the article submissions to be broken down into steps that readers can follow.

There are however a few unifying structural demands of all the popular article directories. It is wise to get in the habit of creating articles with these five essential components and then adding or removing bits to meet the different criteria of the directories. These components are:

- **Title:** A summation of the contents addressed through the article.

- **Excerpt:** A gist of the article; a read of it at a glance.

- **Introduction (Paragraph):** It is the first paragraph of the article and introduces the topic under discussion. It provides a little background information if required. Basically, it serves as a brief introduction to the article itself.

- **Body:** The content of the article, what is popularly considered the meat of the article.

- **Closing Paragraph:** The last paragraph of an article. It holds a definitive conclusion to the article.

- **Author's Bio:** This includes links, Author's credentials and any other requisite information about the business.

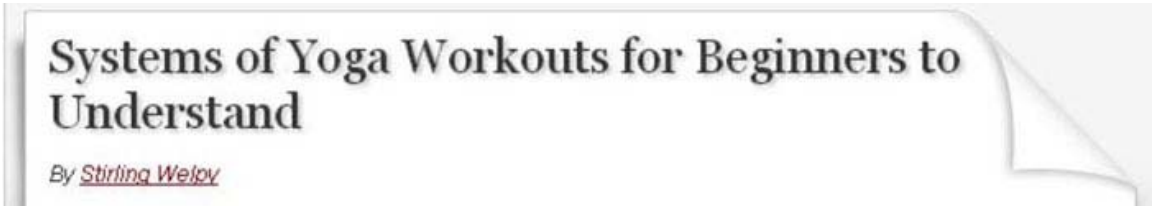
As you read through each of the elements and their expected contents in further detail it will become easier for you to understand and write an article that is not just informative but attractive to the reader's eye.

Don’t worry, we will discuss all of the above components in great length throughout this chapter and by the end you will be able to write your very first content magnet.

To give you an idea of what you would be expected to fill out in an article, here are the fields for an article submission form from Ezinearticles.com

ARTICLE TITLE

The title is the first impression a reader has of your article and first impressions are crucial. You need to be careful of the few words you put down to summarize your articles because they ultimately decide if anyone is going to bother reading the article or not.



There are several adjectives used to describe a good article like witty, strong, smart, informative etc. These are all true, but the one adjective that really sticks is “attractive”. At first, writing an attractive title might not come easy, but with practice and research you will learn to hit the nail in the head every time.

When starting with your article marketing campaign, it is good practice to come up with more than one title. Write down a few that you think are appropriate and chose the best title. You can drop this practice once the “right” titles start coming naturally. This practice will help you

develop an editing eye that will help you later on when you have a lot more articles to write.

A few things you need to consider when writing/choosing a good title are:

- **Avoid Misleading Titles:** Make sure the title represents the articles well. It is imperative that the readers know what they are about to read when they read the title. Avoid any misleading titles.

- **Use the Appropriate Tone:** The tone of the article should be reflected in the title. Writing a satirical title for a politically themed article might be a good idea, but the same tone does not work for childhood obesity.

- **Stand Out:** To grab the attention of the reader the title needs to stand out from the bunch. Thus, it is best to avoid using overused clichés and proverbs instead opt for informative titles.

- **Length of the Title**: The length of the title is ultimately dictated by the subject of the article, but keeping the number of characters less than 75 is good practice. Since most of the popular article directories do not accept longer titles.

Most of all, remember that the quality of the title is a direct reflection of the article you have written. An average article with an attractive title can often work better then a great article with a bad title.

EXCERPT

The excerpt is the summary or the gist of the article in its essentials. The reader should know what the article is about. Most search engines and article directories list a number of links related to any given search with their excerpts. This means the reader will follow a link if the excerpt peaks their interest.

The practice of writing custom excerpts for articles has evolved from excerpt writing for blogs. Common practice is to submit the introductory paragraph as the excerpt, but if it is lengthy or lacks a definitive round up, you will be better off writing a custom excerpt.

To help you write an excerpt here is a list of things that should or should not do when writing an excerpt:

- You should write the excerpt after you have written the entire article. This gives you a concise picture of what you will need to highlight through the excerpt.

- You should not use unnecessary adjectives or embellishing language in the excerpt.

- You should use concise and direct language. Remember, you only have 150 characters or so to get your idea across to the reader.

- You should not craft your excerpts as teasers for the rest of the article.

- Excerpts should be treated as informative summaries, giving the reader a full view of what they will read in the article itself.

To further illustrate the difference between a good or a bad excerpt we will discuss an example of an article about preparing wheatgrass juice at home. The excerpt in this case could be the introductory paragraph, only if it preludes to the steps to preparing wheatgrass juice. If the introduction talks about the nutritional value or the weight loss properties of wheatgrass, you might want to write a more appropriate excerpt.

An example of, a bad excerpt, in this case would be:

> *Read this article to find out how to make great tasting wheatgrass juice, the latest sensation in weight loss and cancer prevention.*

Following all of the rules from above, this is the right way to write the same excerpt:

> *A practical step-by-step guide on how to make nutritionally packed wheatgrass juice at home and benefit from its many medicinal qualities.*



For more examples of good and bad excerpts in your niche search through article directories and read the excerpts to find out what style works best with your niche. What sort of excerpts compels you to click the link? And read the rest of the article.

INTRODUCTION

The introduction refers to the first paragraph of the article. Think of this as the foundation content for the rest of the article. The questions you raise here or the facts you provide here will be discussed throughout the rest of the article. Needless to say, the introduction can make or break the article.

Let us take you through a few easy steps that will ensure you write the best possible introduction to your article.

> **Step # 1:** Once you have the topic of the article and you have done the requisite research in the area you can precede to writing the introduction. It is actually more effective to write the introduction before the title, but either way can work.

Step # 2: In bullet points, write down what are the main points you want to discuss through the article.

Step # 3: The next step is to connect the different points you have written down. Depending on the subject this could form a short narrative story, a fact sheet or even a series of mysterious happening connected through one theory.

Step # 4: Once you have an idea of what connects your entire article, you basically, have the introduction in your hand. You need to write it down.

Step # 5: The next step is editing. Most people tend to write the whole article in the introduction when what you need is the meat of the content. Keep this in mind when editing cuts the introduction down till it cannot be cut anymore.

Once you get a hang of these steps you do not have to follow them these are just meant to get you in the proverbial "groove" of things.

An example of a great introductory paragraph into a serious topic about school bullying and how to deal with it reads:

> *"Bullying has long been a school-ground tradition but with today's busy lifestyles and sparse attention on our children has lead to a sporadic increase in its Intensity. We do not only need to be more vigilant about finding great teachers and schools for our children but also look at ourselves. Are we doing enough as parents/guardians to ensure our kids safety? We need to be able to pick up signs of stress*

or depression from our children and find a comfortable way to talk to them about it."

This could lead into the rest of the article concerning, how parents can fight school bullying.

```
Insider Tip:  Introduction or the opening paragraph
should ideally be twenty-five percent of the articles
in length. That means an 800-word article will ideally
have a 200-word introduction.
```

BODY

Once you are done with the research and the introductory paragraph, the body (the rest of the article) becomes easy. You just need to lay out the information you are discussing to optimize readability. You can achieve this by breaking the information in one or more of the following ways:

- **Bullet Points:** Bullet points break up the information and are easier to read for the most time starved Internet users. Where ever you can break up the article's most salient points into bullets for an easier read the better.

- **Subheadings:** If you cannot afford to break the article up into bullet points, you can always create sections in the article with subheadings. They serve the same purpose as bullet points and help break up the article for an easier read. Consider the subheadings created in this section as an example and break up the article into sizable chunks that are reading friendly.

- **Paragraphs:** Even if you are writing an article with personal stories and experiences you should break the story up into paragraphs. Huge chunks of text together look heavy to the reader but by simply putting your article in paragraphs you can avoid that.

Some salient points that will help you construct the body of your article are:

- **References:** If you are quoting from another article reference the original content. When you are including any statistics in your article, it is also important you source the site. Support any claims/propositions you make in our articles with citations and statistics.



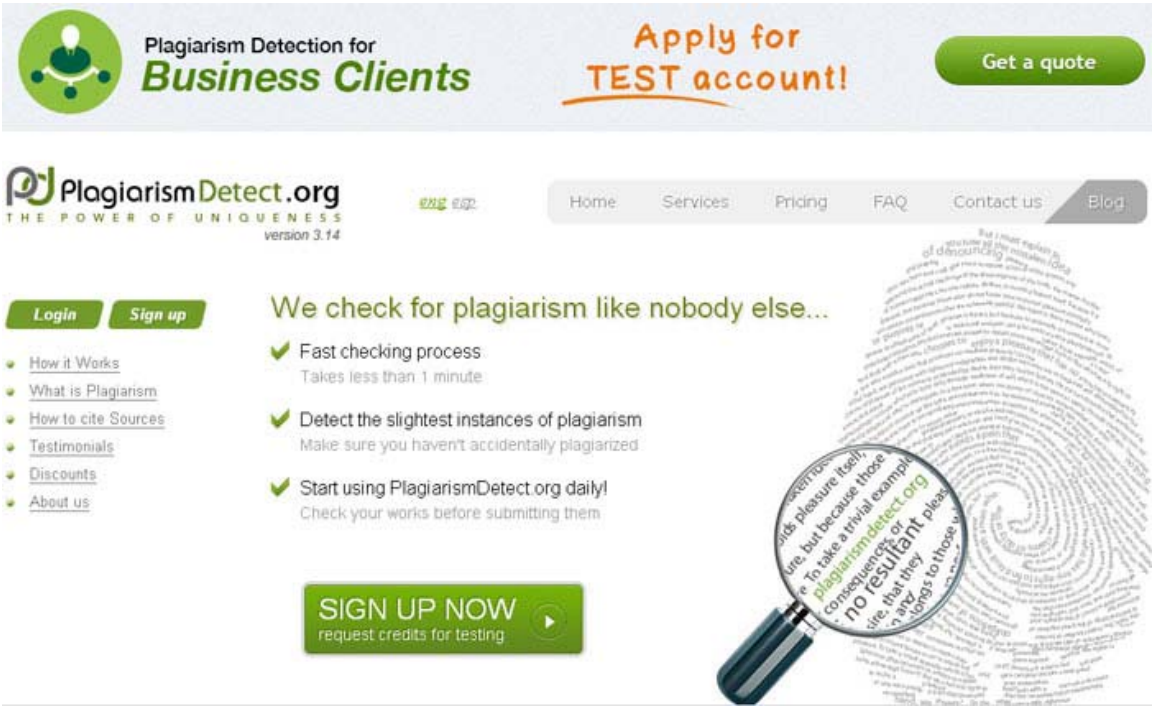
For more information about sharing content and data over the Internet you can read through the creative commons license by visiting http://creativecommons.org/licenses/by/3.0/us

- **Plagiarism:** Plagiarism is a definite no; reputable article directories will not accept plagiarized articles. Even in cases,

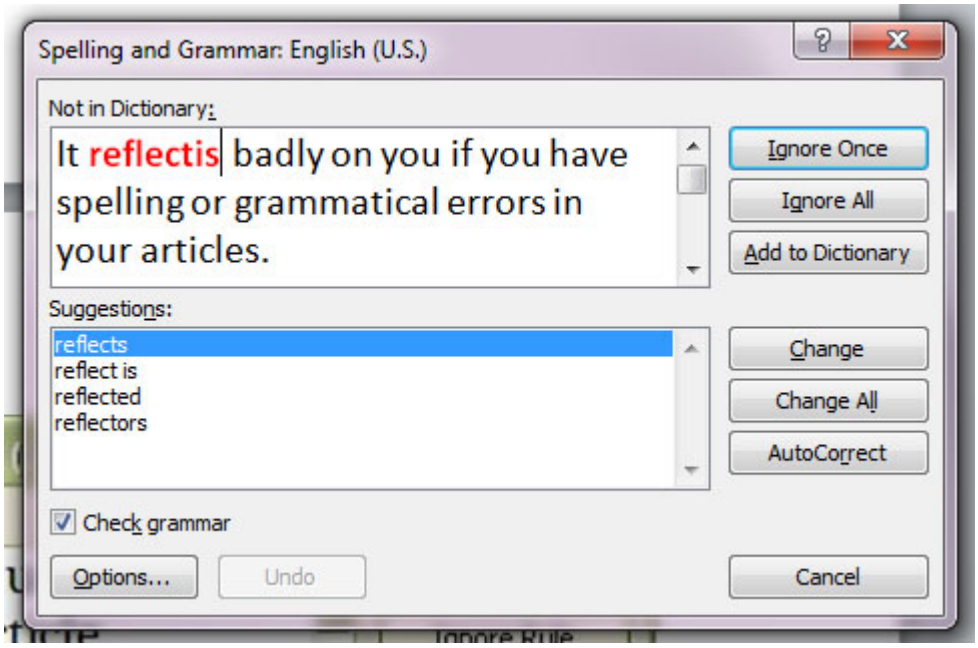
where plagiarized articles are accepted search engines will reject the duplicated content, so you will end up losing.



You can use one of the many services like CopyScape (www.copyscape.com) and Plagiarism Detect (www.PlagiarismDetect.com) to detect any plagiarized content.



- **Spelling and Grammar:** Use the spell check feature available as default on all word processing software. It reflects badly on you if you have spelling or grammatical errors in your articles. To make sure your grammar is above par you can even hire an inexpensive proofreader especially, if you do not feel confident in the beginning.



Other than that, the article should be written with flair and confidence. Use adjectives and personal anecdotes where needed. This will help the reader connect with you on a personal level.

CLOSING THE ARTICLE

A concluding paragraph is imperative to an article; otherwise you might lose out on potential traffic to your site. A proper conclusion will help your readers get the full picture and reiterate the argument you made

throughout the article. A good closing paragraph should have the following factors addressed:

- It should summarize the findings of the article. If it is a review article, it should include the findings of the review and why it was carried out. Likewise, if you have a how-to article or a list article you need to summarize their findings in the conclusive paragraph.

- The closing paragraph should reinforce the core statement of the article. For example, if you have written an article about the epidemic rise in obesity as a result of cultural nuances, the closing argument should reiterate.

- The closing paragraph should satisfy the reader. The need for a good conclusion arises from the need to not leave the reader abruptly. Make sure you have answered their possible concerns and encourage or direct them to more of your content of they are interested.

The worst mistake you can make is not concluding your article properly. Abruptly ending articles are erratic and can end up costing you traffic that is otherwise interested in the content you provide. If you are outsourcing your articles you need to be vigilant about the writers providing a good closing.

Here are a few things you should avoid when closing the article:

- Do not end the article abruptly, a proper conclusion with information on how to obtain further information or a teaser for your next article is essential.

- Do not present any new ideas in the closing. Reinforce the statements you have already made through the article.

- Do not state any new facts or information in the closing either.

- Do not use bullet points or subheadings within the conclusion.

- Do not make the closing paragraph too lengthy. Keep it short, sweet and extremely to the point.

You got the reader interested through the title and the excerpt. You kept their attention with a strong intro and body. The closing statement along with the Author's bio is your opportunity for the sale. If you fail here, you will not avail the full potential of article marketing.

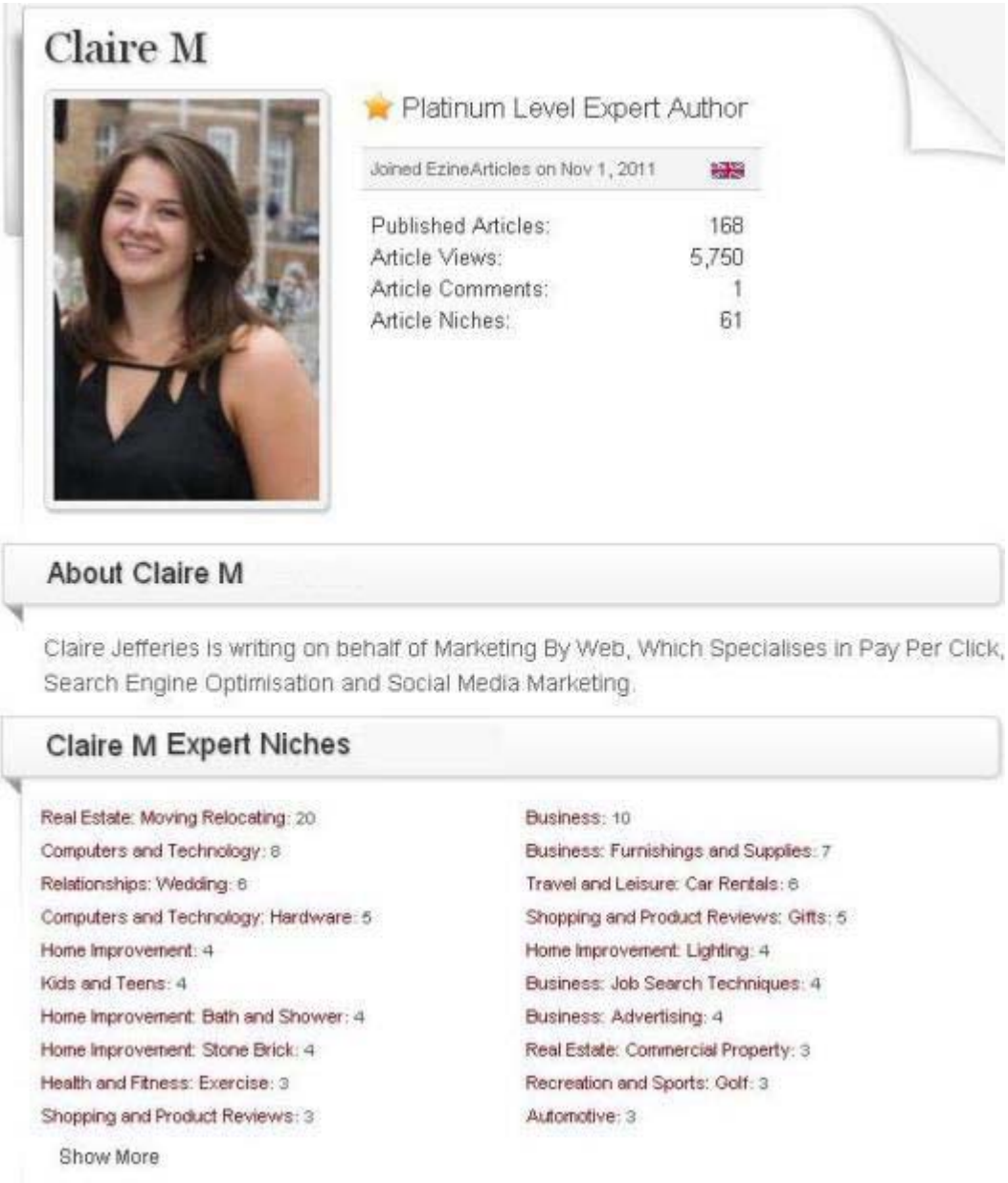
AUTHOR'S BIO

The Author's bio is part of what is referred as the resource box with article directories. It is exactly what it sounds like a brief intro to the author. The author's bio aims to fill one of the flaws of the online business models, which is the absence of face-to-face selling/service.

People like to know what they are buying but the savvy consumer today also likes to know who they are buying from and the Author's bio bridges that need.

A simple way of writing a great bio is to put yourself in the reader's shoes. If the article is about kid's safety ask yourself as a reader:

What do I want to know about the writer?



- The reader will want to know, if the author has any relevant education or training in the field.

- The reader will probably want to know, if the writer has children of his/her own.

- The reader would like to know about any other achievements (certificates, awards etc.) the author has received in the field.

- The reader might also want to know if the author is part of any other such projects, like child safety workshops or seminars.

The point we are trying to make here is that, there is no formulaic way to write a good author's bio. You need to be able to gauge what your reader would want to know about you and write the bio accordingly. Taking the example of the children's safety articles, a good author's bio would read something like this:

> *Stephanie Grant is a celebrated author of two definitive child psychology books; "The Child Within" and "The Fifth Wall". She has a PhD from Columbia in developmental sciences and is part of an ongoing series of workshops teaching parents and children the importance of trust and safety.*

The example above is both authoritative and personalized and that is why it works so well. People need to know that the information is coming from a reliable source.

Few rules to keep in mind when writing your author's bio:

- Writing in the third person helps in building authority, subtly.
- There is also no need to add unnecessary embellishments or adjectives to build your case.
- State only the relevant credentials and it will be enough. There is no need to tell people you played professional football for a year if you are trying to sell them sunflower oil.
- Most article directories have a separate box at the end that you can fill out once with the author bio and an appropriate picture if possible. Once you save this information, you can publish any number of articles and the Author's information will appear at the end of every article. You can edit or update this information whenever you want through your account and/or profile settings.

A good exercise before writing your bio would be reading through some others in the same niche. Visit some article directories and read what successful writers choose to tell their readers about them. You will have to write your bio only once so put the extra effort and detail into it.

PRIMARY LINK

Backlinks to your website are the backbone of a great SEO campaign to drive traffic. Search engines see links to a site as a vote of approval for its content and sites/pages with high approval votes or backlinks score the top positions on the results page. This is why it is so important that

you provide a primary link along with your Author's bio in the resource box.

Not only will you get direct traffic resulting from the article marketing but this will also increase your presence in the search engines. Integrating the primary link in the Author's bio is common practice but some article directories require you to state, your website link separately.



Do not clutter the resource box with more than a couple of links. If you are including the primary link as a byline to your author's bio make sure to add it where it is relevant.

Following the example of Author's bio the resource box including the primary link should read:

> *Stephanie Grant is a celebrated author of two definitive child psychology books; "The Child Within" and "The Fifth Wall". She has a PhD from Columbia in developmental sciences and is part of an ongoing series of workshops at ChildSafety.org teaching parents and children the importance of trust and safety.*

It is common practice to add links to the books (mentioned above) and any other mentionable but most experts agree it confuses the reader. Providing more than one link does work if you have a strong motive behind the different links. In such cases, highlight the primary link to get it due attention. Otherwise, you can always put all the links on your site and let people choose where to go from there.

It is also a good idea to offer a link to readers, to embed the articles on their personal sites. This is another great way to have others spread the word for you. You can even specify that, anyone wishing to use the content needs to contact the author for permission and redirect them to the site.

Just remember this link is what you are building the entire "Content Magnet" for. Be sure that the Author's bio and the primary link are all as good if not better than the article. The resource box after all, is your calling card, as an expert in the niche.

TYPES OF ARTICLES

By now, you must be familiar with the basic structure of any article but within that structure, you can create different types of articles. The most popular types of articles in use today are:

1. HOW-TO ARTICLES:

An increasingly popular type of article, it details a list of steps to teach the reader something. Many readers favor the How-To articles because of their extreme readability and getting an instant and free lesson.

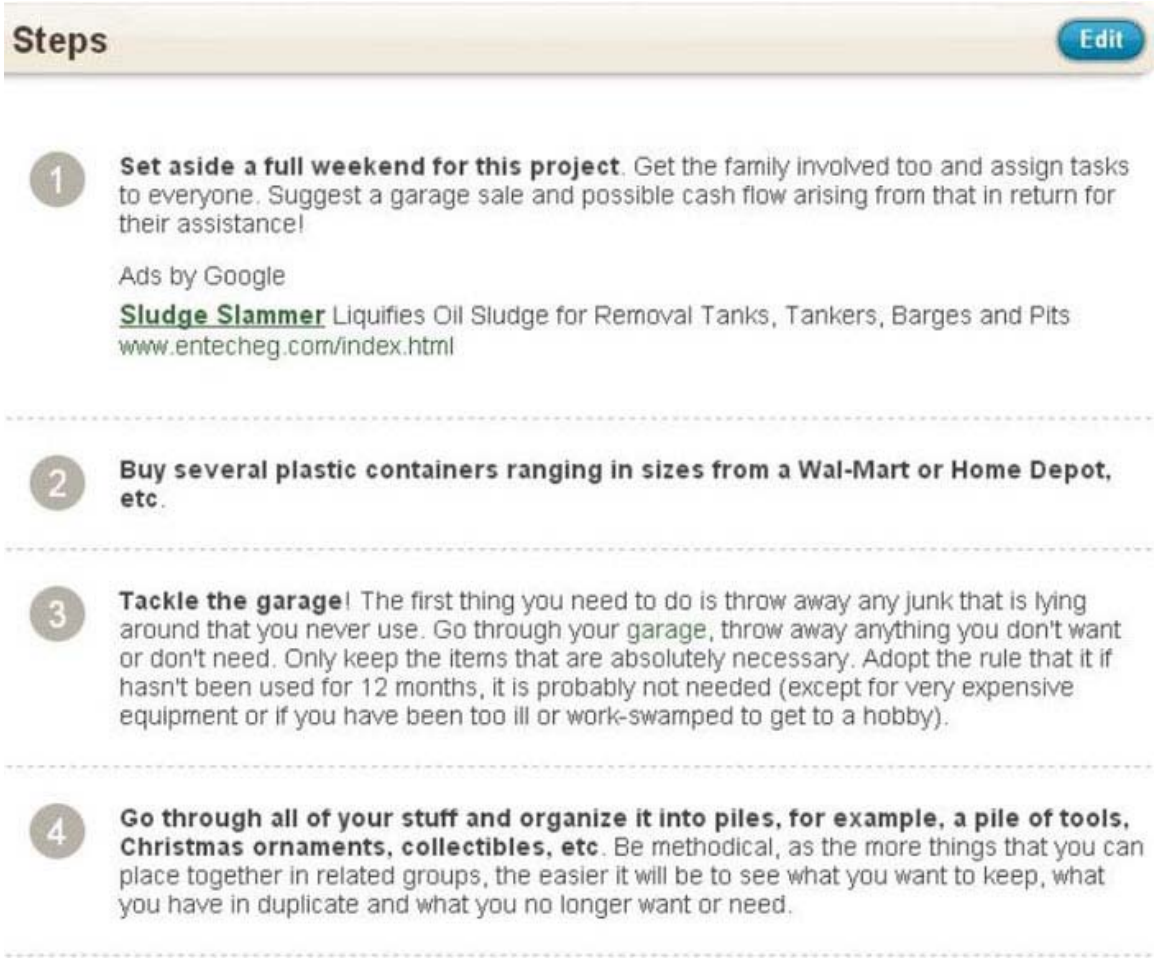
A how-to article can be written about anything from how to clean your garage to preparing for a trip to the moon. When writing How-To articles a few rules should be kept in mind:

Rule # 1: All the steps in the articles need to be sequenced properly. You should lay out each step progressively and carefully.

Rule # 2: Add any pre or post instructions that might be required to complete the task to optimal effect.

Rule # 3: Instructions should be simple. Even if you are writing for a savvy target audience, try and keep the instructional language free from embellishments.

Rule # 4: Number each step, so that you or the reader does not get lost in the process.



Rule # 5: Inform the users, from the start, of all the materials/ ingredients they might need for the process.

Rule # 6: A few precautions/warnings/tips should accompany a well-written How-To article.

Rule # 7: If you can, inform the user of the time the process will require.

With these simple rules in mind you can format great How-To articles.

2. LIST ARTICLES:

Another very popular type of article, the List article is basically a list of items, things or ideas.

E.g.

- *10 worst places for traveling during summer*
- *5 celebrities that know how to keep a secret*

List articles are easy to read and often make reading interesting because most people are entertained by reading about the worst, funniest, best, and ugliest in the world.

A few rules to keep in mind when writing List articles are:

> **Rule # 1:** A proper introduction to the List article is imperative. The introduction should be a part of any good article's structure but in the case of List article without an introduction the list article becomes significantly vague.
>
> **Rule # 2:** A brief description of each entry of the list is also important. In a paragraph or two explain why/how the entry is a part of the list.
>
> **Rule # 3:** The list of items should be organized in either ascending or descending order carefully. If readers have to jump between the different items on the list, it beats the purpose of having a list.

Rule # 4: The language used in the List article should be simple but authoritative.

3. REVIEW ARTICLES:

Review articles are known to drive highly targeted traffic to any given site or number of sites; people are always searching for expert opinions on consumer products or services. This makes review articles hugely successful in terms of number of sales achieved from the traffic it drives.

There are a number of ways you can write Review articles, but there are a few common traits you should keep in mind while writing a Review article:

Rule # 1: When writing a review article for multiple products/ services comparing them to each other, it is important to highlight some common traits to let the readers know where one product is lacking or exceeding.

Rule # 2: If you are introducing a rating system through your review article, ensure that you either explain the scale for the rating system or provide a link to it.

Rule # 3: Facts and statistics become increasingly important when writing review articles because even a little slip in facts can lead to disrepute. Make sure your research is rock solid or you might face legal backlash.



Rule # 4: Highlighting all the key traits of the product/service in bullet points is a good way to give the reader a gist of what to expect from the product. This also makes for easier reading.

4. ROUND-UP ARTICLES:

Round-Up articles are popular among the more information hungry audiences. They are basically a roundup of the events/interviews surrounding a particular situation, e.g. an article written about the different evidence, testimonials, interviews and official statements surrounding the child abuse scandal.

These articles are traditionally news oriented, but they have been adapted to other subjects of article writing, e.g. you can write a Round-Up article about a new software launch, rounding up the making, testing, results, interviews and development of the software.

A few rules to keep in mind when writing Round-Up articles are:

Rule # 1: The research should again be rock solid and all the references and sources should be cited.

Rule # 2: The language used should be formal. Colloquial language should not be used without reason like as part of an interview or statement.

Rule # 3: Providing a date and time for the publishing of a Round-Up article is also important. You can make the date/time a part of the format by adding it to the beginning or end of the article.

Rule # 4: Be very clear about where you are interjecting your own opinions in the articles. Most writers find it easier to first provide the reader with all the information from various sources and at the end summarize everything in their own words.

These are some of the basic types of articles that are invoked with great success all over the web for different subjects. You can use them as they are or combine them with one another to find a more creative expression for your niche. Take the time to understand the basic requirements of each type of article and once you do let your creativity rein free.

CHAPTER 5

TRAFFIC MAGNET ON STEROIDS!

SEO MADE SIMPLE

To put the targeted traffic on full gear, you have to employ SEO techniques to get it noticed by interested visitors. We have discussed how keywords and links can make an article stand out in search engines. We will now put everything together in the simplest terms possible, for you to get the most out of your article marketing campaigns.

Here is what you should include:

RELEVANT KEYWORDS

Decide on no more than three or four relevant keywords and a suitable density. You can follow the steps outlined in chapter 4 and use the software, websites and methods outlined there to find suitable keywords for your niche.

KEYWORD DENSITY

Keyword density refers to the number of times a keyword appears per 100 words of text. Somewhere between 2% – 3% are accepted by most search engines.

KEYWORD FORMATTING

This is something we have not yet discussed but highlighting the keywords through formatting also helps search engine indexers pick up the prominence of the words. This results in a higher PR. Thus, by putting the keywords in bold, italics or underlining them gives them

importance of the search engine. Do not overdo the formatting to get the search engine's attention because it can be distracting for the reader.

KEYWORDS TARGETED TITLES

Having a keyword in the title gives the keyword great leverage with search engines. Keeping in mind, every title has to attract the reader's attention almost as much as the search engines. It has to be smart in its writing and SEO friendly.

IMAGE NAMING

If you are using articles on your own website / blog and also using any image, giving it a random name will not help you in SEO. It has been good practice to always name your images and ALT tags with the selected keywords, that way they are more SEO friendly.

ENABLE SOCIAL BOOKMARKING

Social bookmarking sites are a great way to converge backlinks towards the article. Backlinks translate into high PR and the links feeding into the article to help increase the PR of the primary link of the article. Thus, it is important to enable social bookmarking options when publishing articles.

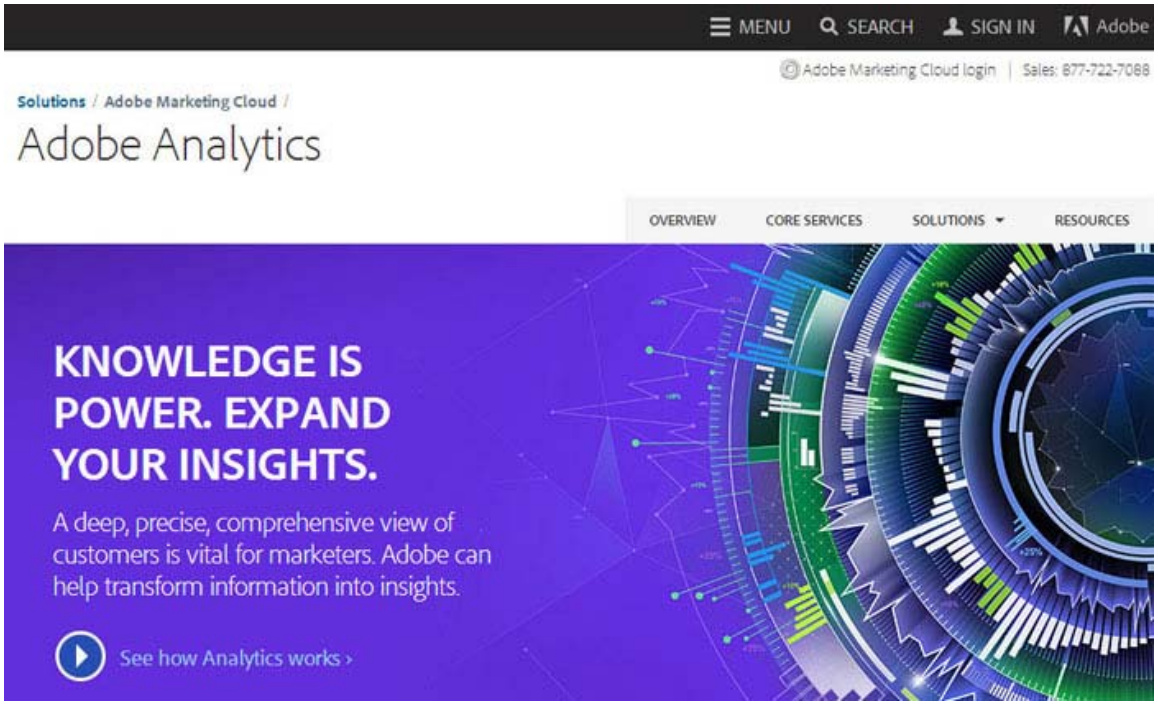
WHAT TO FOCUS ON WHEN OPTIMIZING

When optimizing your articles for search engines, there are few things you should primarily focus on:

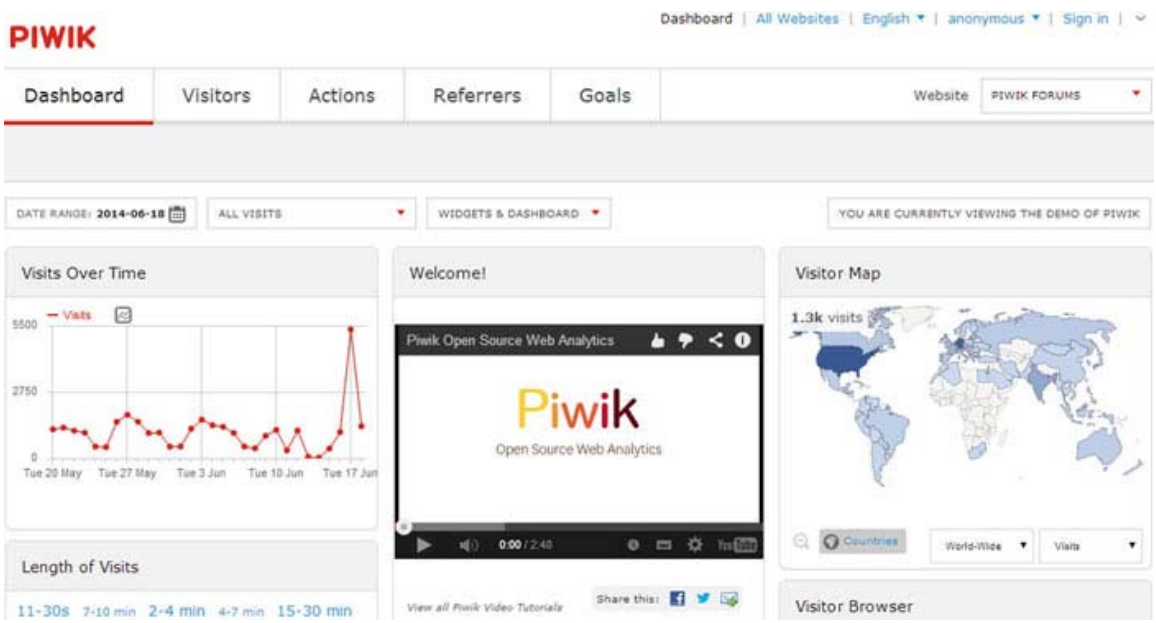
TRENDS

Making use of all the analytical tools available on the web, keep track of any new trends developing in your niche. Article marketing campaigns favor the marketers heavily when used in accordance with the market trends; you can look through and choose one of the following websites to monitor and analyze traffic trends in your niche:

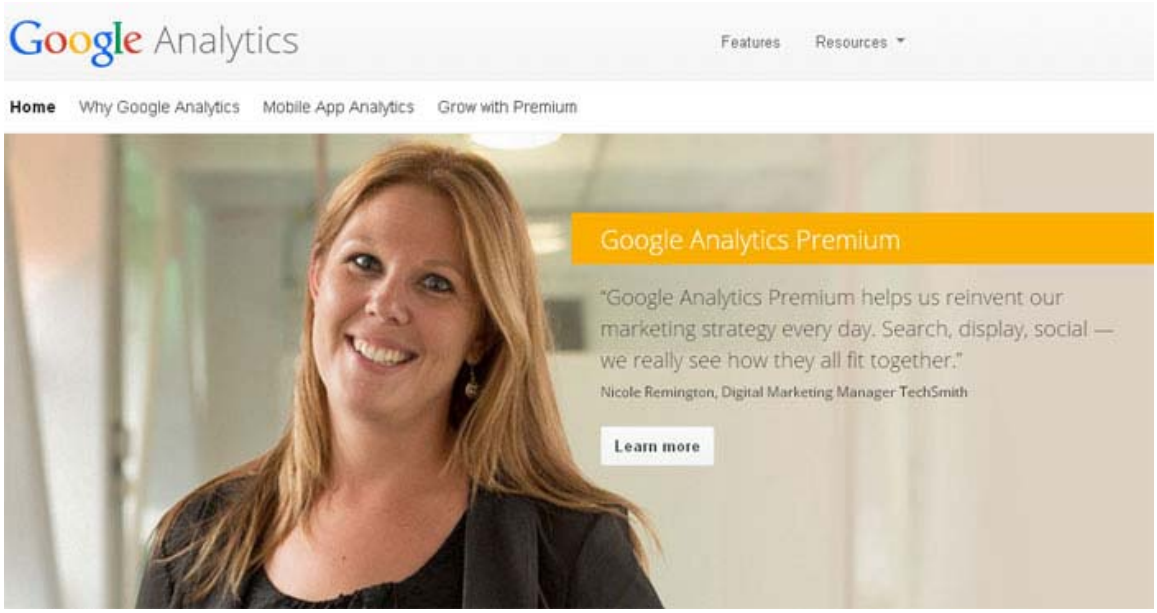
1. Adobe Analytics



2. Piwik



3. http://www.google.com/analytics

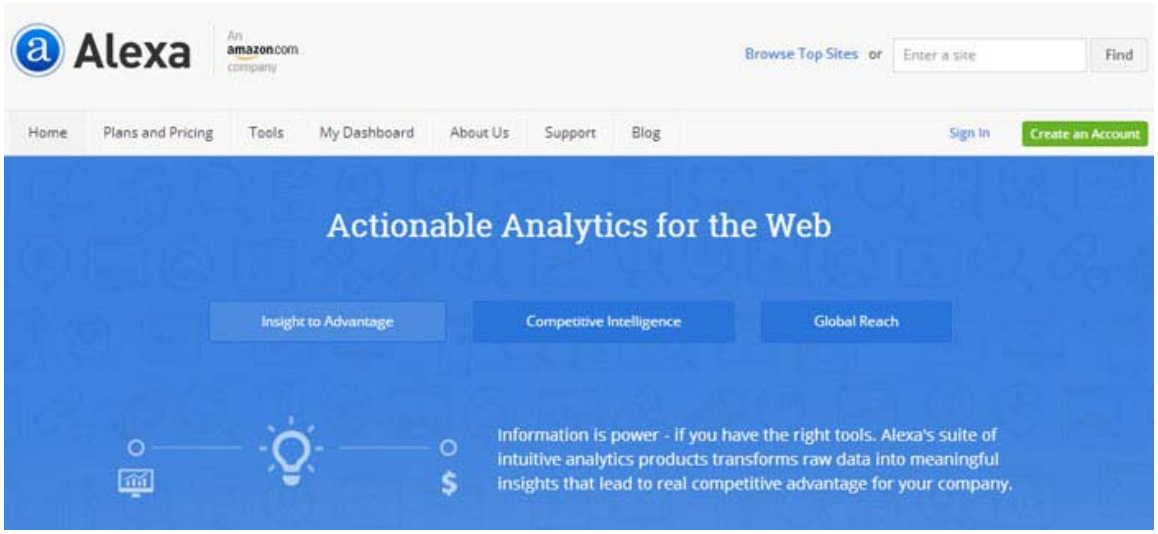


Whenever, you update the content of your site, make an effort to publish at least a few corresponding articles. This helps search engines

to find your site when they are indexing your articles for their databases.

COMPETITION

The only way you can keep ahead of the competition is when you know where the competition is headed. Keeping an eye on your close competitors provides a good focusing point to beat. Using analytical tools from sites like Alexa (www.alexa.com) find out where your competitors are getting most of their traffic from.



You should also use the content floated by competitors as a benchmark that your articles have to top in order to lure the same readers to your site.

AVOID OVER-OPTIMIZING

A few things you will hear a lot about and might even get you some results in the beginning but should be avoided if you are hoping for long-term success of your business. These are:

KEYWORD SPAMMING

Keyword spamming is the fastest way to get your article blacklisted from the search engine servers and possibly the article directory servers. Keyword spamming is employed as a popular black hat SEO technique and may get an instant result for the spammers. The results however are not long lasting and once caught could get your site banned from integral traffic sources forever.

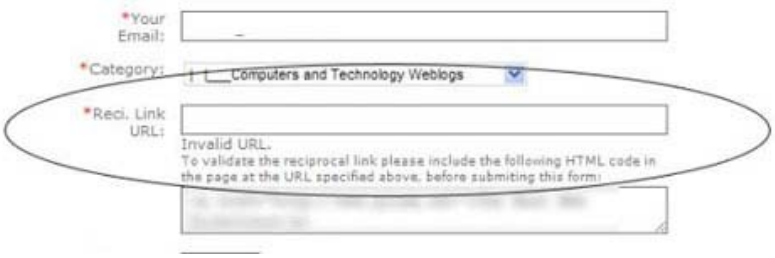
This is why we suggested a keyword density of 2-3% earlier. Google and Bing consider anything over 2% keyword density spamming but Yahoo considers anything higher than 5% as spamming. Most experts agree that a 3% density can achieve both readability and higher PR.

LINK STUFFING

Using unnecessary and excessive links is also considered spamming for the search engines and article directories. This is another way that can get you an instant recognition but the cost can be a site/domain/server ban from the biggest search engines. Link spamming in articles makes the articles equivalent to link farming and is complete no, if you are looking for long-term search engine traffic.

RECIPROCATING LINKS

Reciprocating links are no harder to detect for search engine indexers and once they pick up upon link reciprocity, the result is getting black listing.



It is a good idea for street clear of any sites that offer to reciprocate your links in exchange for theirs, on your site on in your articles.

ARTICLE SPINNING

Article spinning has gained a lot of popularity in the last couple of years probably because of the fact that it is so hard to detect especially for automated scripts like search engine indexers.

Spun articles might not get your site and articles blacklisted but you will lose credibility from your readers.

CONTENT LEECHING

Content leeching is another way of generating content that is either sourced heavily from other articles/content or is automated. In both cases, content leeching wins you, no optimization points when it comes to search engine rankings, so steer clear.

CHAPTER 6

THE IMPORTANCE OF ARTICLE MARKETING

RANDOM TRAFFIC VS. TARGETED TRAFFIC

We have already discussed some of the benefits you stand to reap from targeted traffic versus the random traffic. The many advantages, including added sales opportunities for interested visitors are great incentives for spreading your information to a targeted niche demographic.

According to some self-professed Internet marketing gurus targeted traffic can only be achieved through certain marketing means whereas, we propose that if used correctly almost any form of marketing can yield a healthy dose of targeted traffic. The same extends to article marketing, even more so.

At its core, article marketing is publishing valuable content for free. When people search for and come across some quality information, take the trouble of reading through the information provided and follow the link to your site; you know you have a much greater probability of a sale, compared to a visitor who just happens to click a Banner Ad.

Article marketing, is also in a way, branding you as an expert and recognition is another benefit of quality traffic. Targeted traffic also comes from higher SEO rankings, through the number of backlinks leading into your site from other websites.

Banner Ads or link farms often lead to dead end sales through random traffic that just does not convert. In essence, it is near to impossible to

run a great Internet marketing campaign without any article or content marketing.

BUILDING YOUR ONLINE CREDIBILITY

Article marketing is also one of the cheapest and most effective ways to build credibility over the Internet. Let's face it, we like to buy from people we know and can trust. On the Internet this is not a readily available option, you have to look for other ways to earn the trust of your customers.

What article marketing does for your credibility is:

1. Free quality content builds you up as an expert in your field. This makes your claim for the product/service more credible to the discerning customers.

2. When people read the quality of the content you provide for free they are bound to think that the paid product/service will be of the same high standard. Unlike when buying from an online vendor with no proof of quality.

3. The best way to reap the rewards of a great article marketing campaign is when other loyal followers start to endorse your content/product/services.

4. Content marketing is the most effective way of establishing yourself or your business as a brand and we all know brand adds value.

5. You have an edge over the competition, who might be offering the same product/service but are not trusted by the consumers.

There are a million other benefits you can have of having a recognition and credibility to your name. So, invest a little... reap a lot!

LONG TERM CUSTOMERS

This is the beauty of article marketing and it really puts it a peg above all other modes of online marketing. Customers that are directed to your web-properties through search engines, referrals or banner ads etc. are not as prone to being loyal to your business acumen as customers bought to the site through article marketing.

This loyal customer base leads in from the credibility built around you through article marketing, which establishes you as an expert in the field. Imagine, a customer reading an informative article that you wrote, and after reading the article were converted into clicking on and following the link to the originating website.

This means two things:

Firstly, they are more likely to be converted into buying your product and secondly, they are not only interested in the product but the value adding content you provide.

Thus, they keep coming back to you for the latest updates and product releases in the industry.

If your article marketing is effective, in the sense that you keep up with the trends in the industry you are sure to build a following that is always comes to your first for quality product/service.

TRICKLE IN TRAFFIC EFFECT

The thing you need to understand about SEO marketing is that the results are unpredictable and might not last. Search engines like to keep the competition on its toes by regularly tinkering with its algorithms to pick the top sites.



What this means, is that you can spend all the money in the world on a great SEO campaign, but there are no guarantees that your site will stay in the top positions it has acquired with so much effort. In short, there is no longevity to the campaign.

On the other hand, in article marketing, your content is published on well-known article directories for users to find. Your content may not be as valuable when you first publish it, but even years later it's still useful. So as long as the subject is alive, there will be an interest in your article and thus the trickle down effect of article marketing.

The traffic does not have a "boom" period and then dies off; it keeps in bringing new, valuable customers.

CHAPTER 7

OUTSOURCE: DISTRIBUTING THE WORKLOAD

OUTSOURCING

Having a one-man band is not all it's cracked up to be, all the responsibility ultimately means you are likely to drop the ball somewhere. This is why most Internet marketers and business owners have inexpensive teams they outsource the programming, designing and writing work to and are responsible for maintaining the quality of the outsourced work.

If you can afford to outsource the article marketing campaign, you need to decide on a few things before you start:

- Start by clearly demarking your area of expertise in the Internet marketing field. The categories in general include programming, designing, writing, proof reading, database management and distribution.

- Once you have specified what you are expert at handling yourself; you can hand the rest out to a team of professionals, with expertise in the respective area.

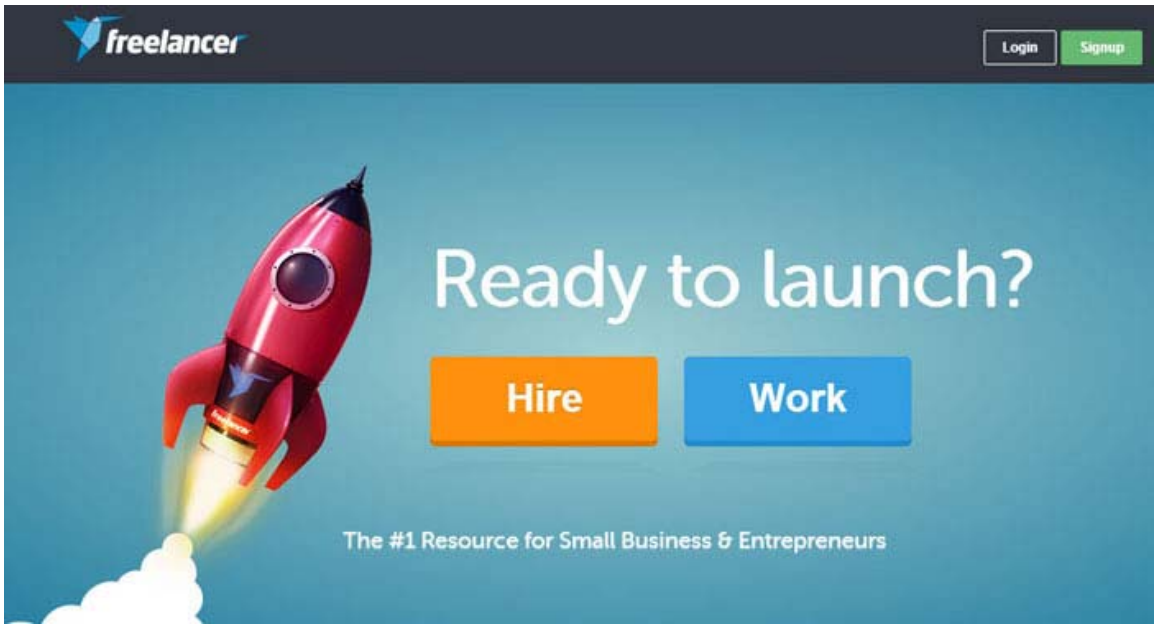
- Looking for freelancers to outsource depends on two main things: Your budget and the time commitment you need from them. Once you have both a deadline and a budget, you can move onto the next step.

- Post the job on at least a couple of freelance sites so you can find the best possible candidate for the job. Some well known freelance sites include:

1. Guru (www.guru.com)
2. Elance (www.elance.com)
3. Odesk (www.odesk.com)
4. Freelancer (www.freelancer.com)

`Hint: A few of these links may not work at the time of publishing.`

- Post an informative job opening and ask for resume or portfolio samples to see if the freelancers you are hiring are really worth their weight in sugar.



- Interview and pick individuals who match your creative style and have a great work ethic. You can gauge this through the rating and review systems for all of these sites, where the freelancers are rated by previous employers.

- Set a clear deadline as the date of delivery and stick to it at your end.

- Make yourself available to the freelancer for any work related queries and/or updates.

- Periodically check back on the progress of the work. If the project runs longer, create several shorter benchmarks/milestones for progress where you can check the time management and quality skills of the freelancer.

- Once the job is finished to your satisfaction, you have the option to review the performance of the freelancer. Use this opportunity to let other employers know what they can expect from the candidate.

- If the work was done to your satisfaction you might want to ask the freelancer about contacting him/her for future projects/work. It is never too early to start building a team.

Getting a team of individual stars to work for you is a great achievement in itself. So, if you find a freelancer who understands you, stick with them. To get a better understanding of the world of freelancing we will next discuss the expected costs and what you should and should not do to cut outsourcing costs.

COSTS

Getting a budget together is imperative to the success of a strong Internet business model. It is a relatively cheap operation when

compared to other modes of marketing, but the costs can and probably will spiral out of control if you are not careful of what your budgets are, for everything.

This does not include freelancing costs only but the cost of setting up a whole article marketing campaign around an online business. You need to be aware of the following costs and budget them according to the depth of your pockets and the calculated ROI (Return on Investment).

ROI should be calculated based on competitor earnings and the current trends in your niche. The budget should only be calculated after the ROI is calculated because you can spend all the money in your pockets on a great marketing campaign but if no one is interested in the niche, the money spent cannot get you the returns.

Roughly the formula for ROI can be:

ROI = Projected gain / initial investment

To get a percentage, you can multiply the resulting ROI with 100.

As expected, there are several variations of this formula depending on the type and demands of the business.

Your major costs will go towards your marketing efforts which will be kept to a minimum if you are using article marketing as the backbone of your marketing campaign. With article marketing, you have to calculate two main budgetary requirements:

1. Business Costs: The costs of starting up the business, including buying the domain, design the templates and the initial programming to set up the site are all included in the business costs. The programming and design costs will overlap into the outsourcing costs but keeping them separate from the marketing budget is a good idea.

2. Marketing Costs: The marketing costs can vary based on the kind of marketing campaign you intend to run. We will, through this book, only discuss the expected marketing costs of article marketing.



    - Signing up with article directories is free, so distribution can only be a strain on your time.

    - You might want to invest in a trend analyzing software to get an idea of the popular trends in your niche.

    - The biggest cost of article marketing could come from outsourcing the writing. Depending on the technicality of the niche, freelancer charges in between $5 to $12 for a 700-word article.

In my experience $12 is too steep and $5 too low. Somewhere between $6 to $9 per article should get you the quality you need and if the writer is good and you want to keep them on for longer, you can later increase the amount.

The problem with outsourcing for really low prices is the compromise on quality, if you are really pressed for money; you can offer the freelancers other incentives like higher payouts once you start making some money yourself.

In any case, after you calculate all these costs you will have a tentative budget to work with.

RESOURCES

Here is a list of resources that can help you with setting up an article marketing campaign:

ARTICLE DIRECTORIES:

a. www.ezinearticles.com
b. www.about.com
c. www.ehow.com
d. www.articlesbase.com
e. www.goarticles.com
f. www.isnare.com
g. www.articlealley.com
h. www.articledashboard.com
i. www.amazines.com

```
Hint: A few of these links may not work at the time of
publishing.
```

These are only some of the sites among thousands of others you can submit your content to for exposure.

FREELANCING WEBSITES:

a. www.freelancer.com
b. www.elance.com
c. www.guru.com
d. www.odesk.com
e. www.programmingbids.com
f. www.freelancedesigners.com

```
Hint: A few of these links may not work at the time of
publishing.
```

Try your luck with a couple of platforms and stick to the ones you find speak to your needs most.

ANALYTICAL TOOLS/SITES:

a. www.google.com/analytics
b. www.alexa.com
c. www.webtrends.com
d. www.piwik.org

```
Hint: A few of these links may not work at the time of
publishing.
```

PLAGIARISM DETECTION WEBSITES:

a. http://www.dupecop.com
b. www.copyscape.com
c. www.plagiarismdetect.com
d. www.doccop.com

CHAPTER 8

POLISHING THE CONTENT FOR PUBLISHING

VERIFY THE CONTENT

Content verification is essential to building online credibility. Plagiarism is rampant over the Internet and because of that; there are stricter International copyright infringement laws.

To avoid any legal backlash or getting your reputation soiled, it is imperative to get every bit of content you source for your articles verified.

We have listed some of the top plagiarism detection websites above, for your convenience.

The best plagiarism detection is offered through CopyScape (www.copyscape.com), it is a paid tool but you can do a test drive for free and the free package gives you a limited number of duplication checks per month.

Buying verification safety from CopyScape (or any other plagiarism detection website) is a great idea, especially if you are hiring freelancers to generate the content for you. It is also wise to let the freelancers know that you will be checking the content they provide and mention that references should be provided with any exactly sourced material.

You should invest some time is double-checking if all the facts and statistics in the articles are incorrect. Misquoted stats or facts could be another reason for loss in credibility.

THE IMPORTANCE OF PROOFING

If you read through most of the content on the web, it barely makes any sense. You might be wondering why we keep coming back to the importance of proofing. It is because grammatical and spelling errors can be very annoying to the readers and can send an instant signal of incompetence on your part.

It is just negligence to not avail the many free tools available to you through your word processing software and address any grammatical or spelling mistakes. To be able to speak to a huge chuck of the audience you need to be able to speak well. Grammatical and spelling errors are no different from strutting when you are speaking.

Just makes sure that the content you are uploading is error free and that includes both verification and a thorough proofread. Your readers should not be allowed to doubt your expertise based on a few spelling or grammatical mistakes, especially, when it takes so little time to get your articles proofread.

DOUBLE CHECK OUTSOURCED CONTENT

We have all had our fair share of troubles with freelancers and finding quality freelancer that meets your every requirement, demands a lot of luck. If you do find any freelancers that work well with you, try to develop a long-term business relationship with them.

This would ensure that you would not have to look for new freelancers every time you need to publish an article. This would also give you a

feel for the work ethics of the freelancer and you will know when and if the content you receive is either plagiarized or not proofed.

As mentioned earlier, you can ask the freelancers to name every source they have used in the article and properly reference and facts, figures or statistics. This is obviously good practice, but you still have to double-check everything to make sure it all adds up.

The sites mentioned need to be checked and source material needs to be checked for duplication. You will also need to run all the articles through a plagiarism-detecting site or software and only think about publishing the article after it has passed all the verification and proofing checks.

Here is a simple set of steps you can perform on every article you receive before you can publish it:

1. Specify to the freelancers that you will need all the references to facts, statistics and sources for the article.



2. Make sure that the freelancers know that the final submission is expected to be free of any spelling or grammatical errors and should have a good flow to them.

3. Run the article through plagiarism detection software. If it passes move on to the next step otherwise contact the freelancer.

4. Verify all the facts, statements and figures and report any with discrepancies.

5. Finally, after all the above have been ensured. Give the article a thorough proofread. This can be achieved using word-processing software and turning the grammar and spell check on.

6. Lastly, give the article a dry read to check for the richness of content and flow. If everything meets your standards, you can submit the article to various article directories.

This might seem like a lot to begin with but once you get a hang of it, this quality control will become second nature to you.

CHAPTER 9

MAINTENANCE AND UPGRADES

DISTRIBUTION CHANNELS

The driving force behind article marketing is getting your information/product out there, to as many of your potential customers as possible. Having free content to spread out is not enough; you need to know the right distribution models to get to the customers. This means you have to know your target demographic and know where they look, when searching for content.

You can get the requisite interest in your articles and get some information on favored distribution sites of your niche demographic if you join some related forums. We have already mentioned some of the top article directories in the “resource” section, and in this chapter we will further inform you about the five top article directories and some of their features.

You can use your research and some of our suggestions to get started and once you get the hang of it you can expand to as many distribution channels as you can handle.

SETTING UP ARTICLE PUBLISHING ACCOUNTS

Setting up article publishing accounts is free and easy. The article directories make it easier for you because it is your content that drives their success. Here is what you do to get yourself set up with most article directories and start publishing your content:

1. Go to any one of the article directories you have selected as best choices for your niche and opt to sign up for an account by clicking the appropriate link.

2. Most article directories require the following information from you:

    a. First and Last name
    b. Address
    c. Phone number
    d. Zip Code
    e. Country
    f. Business's Name (If any)
    g. Website (URL)
    h. Valid Email Address
    i. User Name
    j. Password

3. Enter the information and you will receive a verification email from the article directory. Follow the steps to verify the email account.



4. You might be required to tinker with some default settings for the article directory to suit your needs like comment preferences, filters and moderation.

5. Read the privacy policy and terms of agreement, as it tends to vary for different directories. Especially, go through the rules of publishing articles regarding links and other content.

6. After you submit an article for publishing, it takes between two and three business days for the article directory to approve. They will send you an email before publishing the article, so you do not have to check back every other day to see for yourself.

That is all it takes and you are a published web author!

80/20 RULE

Before we delve into the top article directories it is important that you are aware of the 80/20 rule so that your article distribution can be guaranteed traffic success. The 80/20 rule specifies that:

80% of your traffic will come from 20% of article directories and rest will come from lesser-known article directories.

This means that you cannot afford to ignore the big guns of article directories. Concentrating all your efforts on one or the other form of directories might result in lost revenues.

So do your research and look for specialized article directories that feed content related your niche demographic but do not lose sight of the bigger article directory players.

TOP RANKED ARTICLE DIRECTORIES

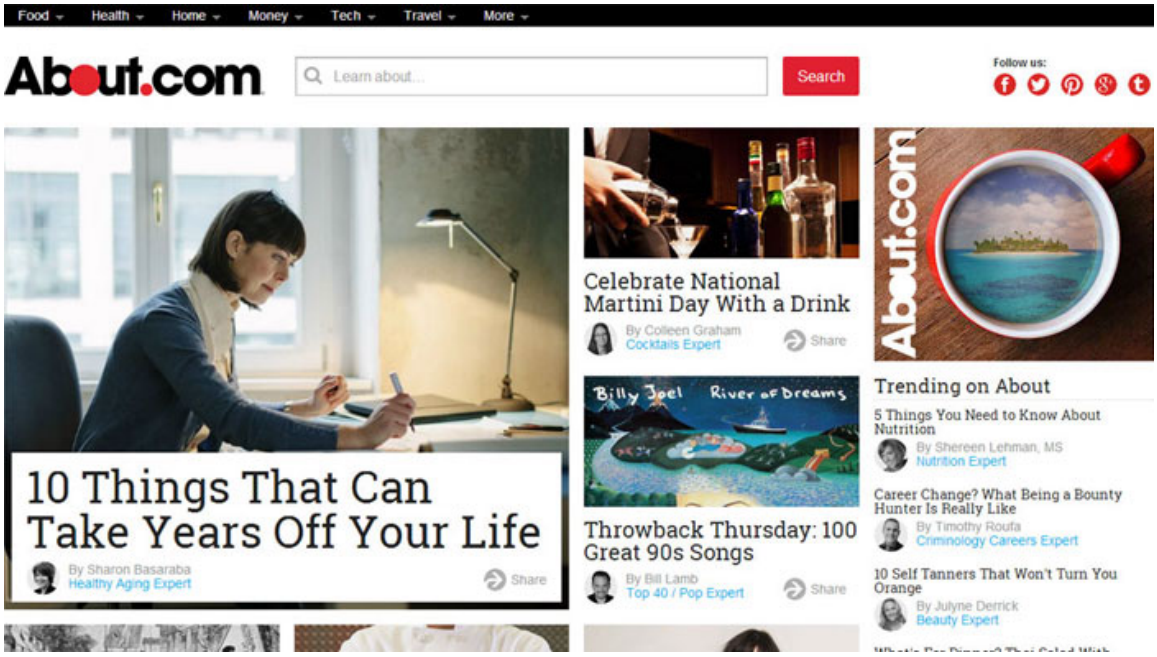
The top five article directories according to Alexa's ranking system are:

1. ABOUT:

www.about.com

Alexa Rank: 91

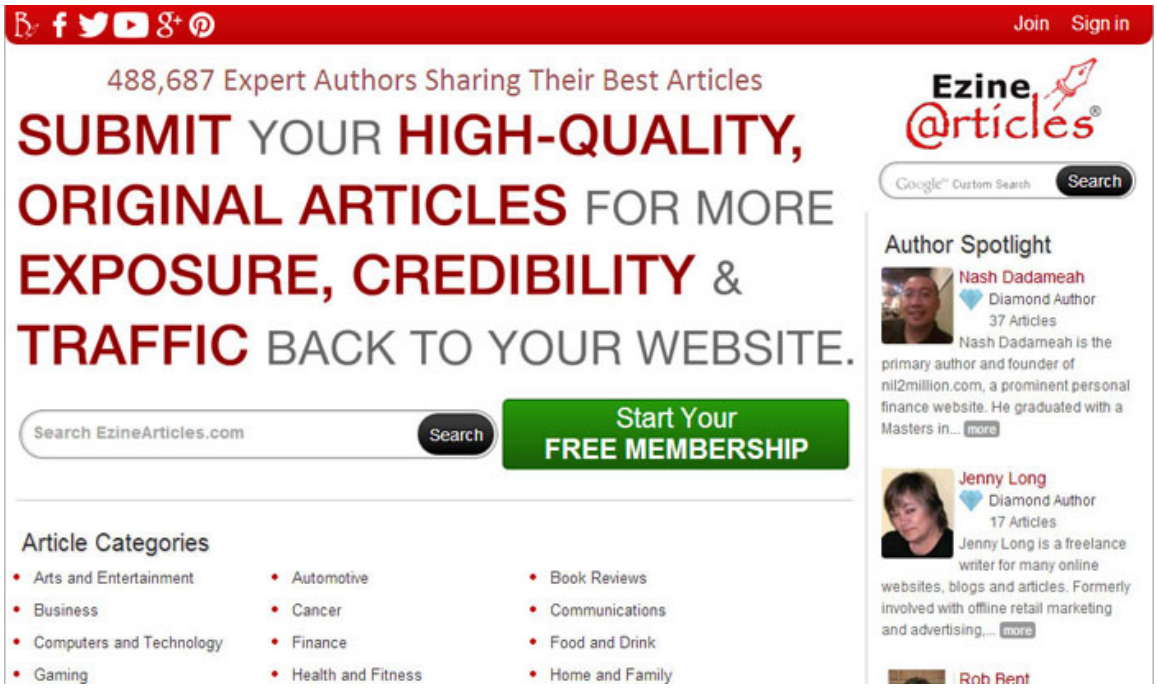
About.com has an extensive sign up process for its authors compared to most but the site is known for being able to drive a lot of converting traffic to small businesses. It is ranked 29th most famous site in the US.



2. EZINEARTICLES:

www.ezinearticles.com

Alexa Rank: 1028



EzineArticles is the world's most favored source for expert opinion on any subject. The process for submitting article is relatively simple and the guideline are all aimed at optimizing the articles and the traffic generated through them.

3. EHOW:

www.ehow.com
Alexa Rank: 320

A veteran in the industry, this article directory has been around for thirteen years. The signing up process much like ezinearticles.com is simple and aimed to increase traffic.

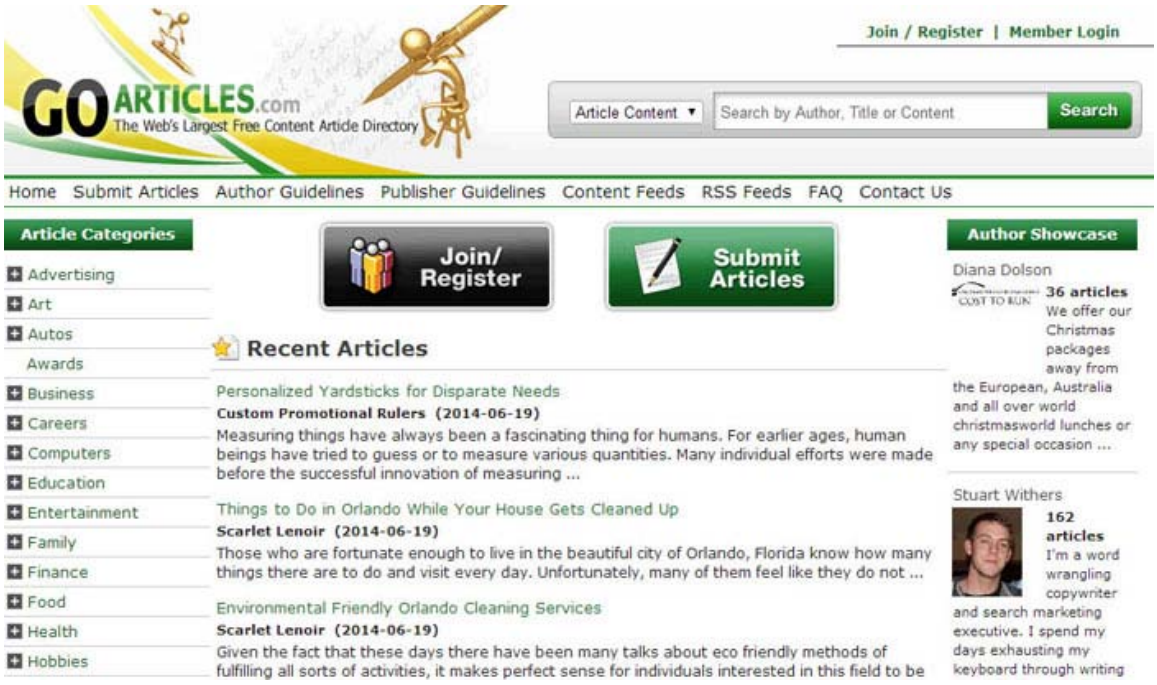


The site only publishes articles that are in a step-by-step solution structure, answering a “how to” question.

4. GOARTICLES:

www.goarticles.com

Alexa Rank: 3790

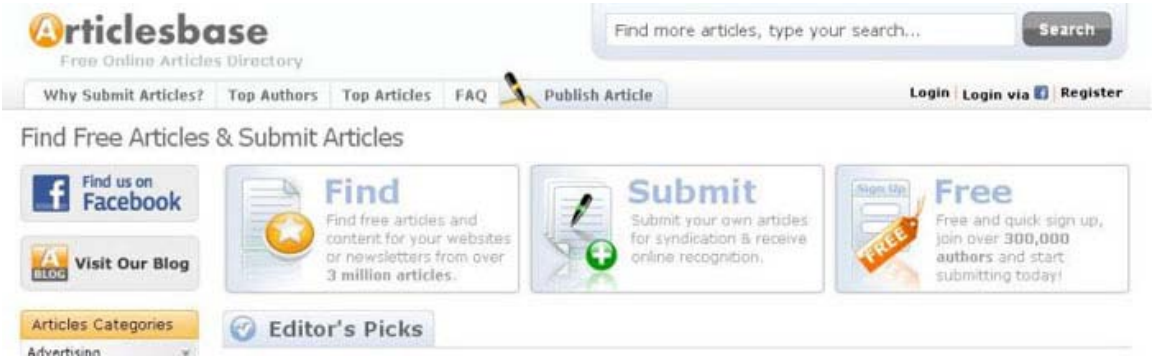


GoArticles claims it is the world's largest free content article directory. Webmasters use GoArticles to find article content they can republish on their sites. You receive credit as the author, and a link to your site from any use of your article.

5. ARTICLESBASE:

www.articlesbase.com

Alexa Rank: 4838



ArticlesBase is an article syndication network that sources and distributes articles for free. This means the articles you publish through ArticlesBase will be used on other sites, crediting you as the author along with your primary link.

THE QUANTITY ISSUE

Now that you practically know everything there is to know about article writing and publishing there is one question that comes forward. How many articles are enough to launch a successful article marketing campaign?

There is no black and white answer to that question because the number of articles required getting you the due notice from readers depends on the niche and the competition.

Still looking for a magical number to get you started? You can start by publishing 10-20 articles, after that set yourself some realistic goals like 10 articles per week or more if you can handle the pressure.

The only real advice towards quantity we can give you is that, bigger is better. The greater your numbers the greater chance you have at driving traffic. Do not be scared of the numbers you have to pen out every week. You just need to develop your style and once you have that you are up and running and can churn out an article a day (if not more), even on busy days!

CHAPTER 10

CONCLUSION

SPREAD-OUT & GET NOTICED!

> *"No matter what your product is, you are ultimately in the education business. Your customers need to be constantly educated about the many advantages of doing business with you, trained to use your products more effectively, and taught how to make never-ending improvement in their lives."*
>
> *~ Robert G. Allen*

Marketing is about getting the customers in the door, creating an environment of both trust and desire that is the breeding ground for sales. This ultimately means that you need to spread out as much as possible through your article writing, blogs, social media prowess and your viral presence.

Think of all these individual efforts of expansion as web-properties that add value and more importantly traffic to your business. Make use of all the tools available to you as a marketer in the web 2.0 age of interactivity and shoot for profits you never imagined possible.

Article writing and marketing is an art at its finest and a placeholder at worst, so give yourself the chance to spread out through article marketing and connect with previously untouched market demographics. The investment costs are minimal compared to other marketing techniques; the only real investment is time. The rewards you stand to receive from this time invest are huge, so give article marketing a deserved try.

You will be pleasantly surprised by the response of the information hungry market!

So take action and you will be leaps and bounds ahead of your competition

To your success! ☺