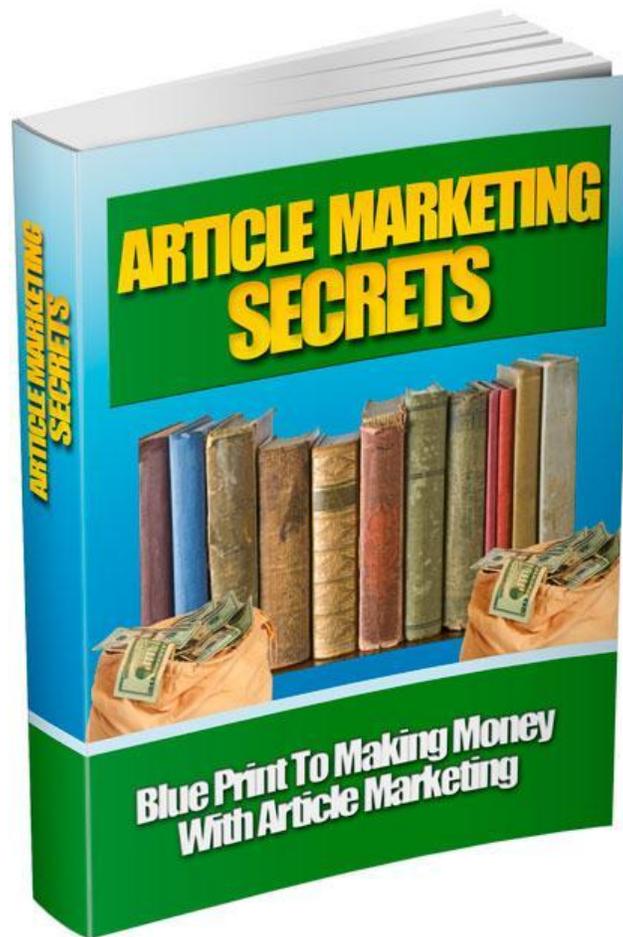


Article Marketing Secrets



**Blue Print To Making Money
With Article Marketing**

All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopied, recorded, scanned, or otherwise, except as permitted under U.S copyright law, without the prior written permission of the author.

Notes to the Reader:

While the authors of this book have made reasonable efforts to ensure the accuracy and timeliness of the information contained herein, the author and publisher assume no liability with respect to loss or damage caused, or alleged to be caused, by any reliance on any information contained herein and disclaim any and all warranties, expressed or implied, as to the accuracy or reliability of said information. The authors make no representations or warranties with respect to the accuracy or completeness of the contents of this work and specifically disclaim all warranties. The advice and strategies contained herein may not be suitable for every situation. It is the complete responsibility of the reader to ensure they are adhering to all local, regional and national laws.

This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the authors are not engaged in rendering professional services. If legal, accounting, medical, psychological, or any other expert assistance is required, the services of a competent professional should be sought.

Success in any business is result of hard work, time, effort and a variety of other factors. No expressed or implied guarantees of income or spillover are made by reading this work, or by joining and/or purchasing any program(s) recommended within this work. Individual results may vary.

Contents

Traffic Generation From Article Marketing	4
What Is Article Marketing?.....	4
Generating Targeted Traffic From Your Articles.....	5
The Steps to Succeed in Article Marketing.....	6
Step One: Find A Good Keyword By Doing Keyword Research	6
Step Two: Write An Article Using The Keyword(s).....	7
Step Three : Creating Your Attractive Resource Box.....	13
Step Four: Submit Your Articles to High Page Rank Article Directories	15
Top Article Directories.....	15
Powerful Article Marketing Strategies.....	17

Traffic Generation From Article Marketing

Article Marketing is an effective form of traffic generation using helpful, informative and unique articles. Articles are written with the benefits of those who are reading it in mind, but that's not all there is to it.

The art of writing good articles is to drive traffic. You need to fully understand how to use these articles effectively and efficiently to market a service or a product.

In short, your article must have a **call-to-action**.

What Is Article Marketing?

Article marketing is one of the most successful promotional strategies online, which authors write articles related to their niche. These articles that the author wrote are submitted to various article directories to be publicly viewed by countless readers online, closely targeted to its audience and topics that the readers would want to read about.

The resource box when you post articles serves as the bio and business reference of the author. In this box, you can add in a link text and direct the readers to the site of the author, or whichever site you might want to point them to.

The main objective of article marketing is to generate quality, targeted traffic to your website so as to make sales. Therefore, your goal as an article marketer is to turn your “readers into customers.”

Generating Targeted Traffic From Your Articles

It is very important that you should write articles that will benefit the reader in some way. This means that your articles must educate your readers to enhance their knowledge about a certain topic or teach them something new, provide solutions to their problems or improve their lives.

One of the greatest advantages of article marketing is that this online marketing strategy gives you the ability to submit your articles to many article directories online for **free**, which in turn gives you the advantage when you are promoting your business, product or service.

These article directories online allows you to put a link in your article that can point your readers towards your website. And this will, in turn, generate targeted traffic to your website.

And **traffic = money**.

With millions of people all over the world browsing the Internet every day, there is a huge chance that your articles will be viewed by a lot of Internet users. As your readers get interested to the valuable content that your article provides, they will be enticed to check your site and look for more information.

As a result, you generate quality traffic and get potential customers to buy what you have to offer.

Those articles that were published online under your name also help you to establish a favorable brand image, which gives you and your business a good reputation online. As you write more articles and post them online, you will be able to gain people's respect and trust in you and your expertise. And thus, they are more likely to purchase your products or services.

So now the question is how can you increase your chance for your readers to click your links so as to lead them to your website and generate quality traffic?

Here are the most effective ways to do article marketing, which will help you to generate targeted traffic to your site and make sales.

The Steps to Succeed in Article Marketing

Step One: Find A Good Keyword By Doing Keyword Research

One of the most important thing that you should do before writing an article is to research for a good keyword relevant to your niche.

Finding Potential Keywords

If you are looking for a potential keyword, make sure to choose the one that has high searches with low competition. As much as possible, do not use those keywords that have high completion even if they have high monthly searches as it will be very difficult for you to win over your competitors and this will only lessen your chance to generate targeted traffic.

Another effective way to find a good keyword is to choose a potential keyword that has high searches and the 10 results on the first page of a particular search engine are from weak websites (sites with low Page Ranks). This will give you a good chance to out-perform other websites and rank on top of the first page.

Do not choose a keyword if the keyword you used have thousands of searches per month, but the 10 results listed on the first page of the

search engine are from authority sites like About.com, Wikipedia and blogs with Higher Page Rank since your chance to succeed from this competition is very low.

So make sure to research for potential keywords, before writing an article.

To find for good keywords, you can use the keyword search tool Market Samurai. This is the most accurate search tool for finding potential keywords.

Step Two: Write An Article Using The Keyword(s)

Create An Attention Grabbing Article Title

To entice the Internet users from viewing your article and reading it, you should create a title that will attract their attention immediately.

But first, be sure that your title contains your keyword for search engine optimization (SEO) purposes.

When creating a title for your article, it must be simple, short, direct to the point and attractive. The title should suggest what your readers will learn from it or how they will benefit from it.

Know that no one will bother reading your article if your title is long or boring to read. Even if the content of your article is brilliant, if the title is bad, for sure your article will fail.

Here are the most effective types of titles that will lead the people from reading your article.

Types of Title

■ Question Title

Typically, people are curious. So making your title in the form of a question will be irresistible for them to read your article just to satisfy their curiosity.

However, not all types of question are applicable. The best form of title for a question type is an open ended one – a title that will compel the readers to view your article, read it and find the answer.

For example:

Good – “Do You Know The 5 Quickest Ways To Stop Cigarette Smoking?”

Bad – “Do You Want To Stop Cigarette Smoking?”

Basing from these 2 titles, the first one is more enticing to read. It makes the user more curious to view the article and read it.

■ List Title

Another effective way to force people read your article is to create a title that is in the form of a list. People online are more likely to read those articles that state a list of ideas or tips than those that are not as it makes it more compelling.

Here is the format for a list type of title.

“# - Ways To - Solve The Problem”

For example:

Good – “Top 5 Effortless Ways To Lose Weight”

Bad – “Ways to Lose Weight”

■ “How To” Title

More often than not, people are surfing the Internet to look for information about “How To” solve their problems or do something.

To make an effective “How To” title, create a title followed by your keyword or subject matter.

For example:

Good – “How To Choose The Right Web Host”

Bad – “Choosing The Right Web Host”

■ Benefit Title

A title in the form of a benefit is a powerful way to lead the people read your article because it creates a positive emotion to the reader. In fact, benefit is what makes people purchase a product or service.

For example:

Good – “The Great Benefits Of Meditation For Relieving Stress”

Bad – “Meditation Helps Relieve Stress”

Tell your readers what benefits they will get from your article so that they will learn they how the benefits could help them.

Make An Interesting Introduction

Your introduction or first paragraph in your article must be written with a blast! You **MUST** make the opening body of your article as exciting as possible so as to make the reader wanting to read it more.

This is the part where your reader will decide to continue reading your article or not, so be sure to make it exciting. In this way, your readers will be more curious and would want to read the rest of your article.

In writing your introduction, tell your readers what you are about to tell them (something that will tell them what they will learn from reading your article) and how they will be able to benefit from it.

This is a proven method and it works.

Write A Body That Educates and Entertains The Readers

When you have a persuasive introduction, you now need to give your readers something that will teach them something new or something useful. Provide them with useful information that will help solve a problem or something that they're looking for.

Give them solution. Tell them how to do something. Teach them something that will benefit them. Give them facts and information in which they can use and apply to their benefit.

Educate and entertain.

Most people online surf the web to look for information. They are searching for an ideal solution to their problem. If the article you wrote can help your readers solve their problem, for sure they will thank you for it.

And when your readers find the article helpful, they will like you and trust you, or even recommend you to other people who might be looking for the same information.

When you gain more trust from your audiences, they are more likely to visit your website, and click onto links that you link in your blogs or webpages.

With more trust in you, when you make a recommendation or promote something, your readers will feel more confident and safer to purchase products and services you offer or recommend.

With this you will be able to generate targeted traffic and make more sales.

Aside from educating your readers, you should also entertain them while reading your article.

Teaching your readers something helpful can be useful to make them read your article, but it is not enough. So to make them read your article continuously until the end, make the learning process funny, exciting or interesting.

You should entertain your readers so that they will be able to become more interested in reading the rest of the article. Create

a feeling that will make them wanting to know more what the article is all about. Without entertaining your readers, they may get bored some point in the learning process and they will less likely to read your article.

To entertain the readers of your article, write it in a way that feels like you are speaking to them personally and addressing to their issues individually.

Use short, concise paragraphs in your article. Make each sentence as short as possible. Don't make them long to read as it will bore them. Use simple words so that everyone will understand it. Refrain from using highfaluting words, complex words or those words that are not easy to understand.

To make your article easy to read and digestible, put some sub headlines or bullet points. This makes it pleasant to the eye, and also helps your readers to read your article at ease.

Make A Persuasive Conclusion

In constructing the conclusion of your article, tell your readers what you taught them and how they will be able to benefit from the information of our article.

With your conclusion, you are reminding them how you are able to help them using the information that you have provided. This will make them fully realize how helpful you are for them and that will also help you to gain their trust.

The main objective of a conclusion is to end their reading having a good impression of you, and also to sum up the gist of the article and give them a direction to go.

Hint: Your **Call-To-Action**.

Make the readers do something. Give them a “next step” so they know they need to do something after reading this article.

For example:

“Now that you know why Sony Vaio is better than Acer, go to your nearest laptop store and get your Sony Vaio now!”

This sentence is very important since the more convincing, persuading or effective it is, the more likely that your readers will click your link in the resource box of your article. In turn, you will generate more targeted traffic in your website.

Step Three : Creating Your Attractive Resource Box

When creating a resource box, it is no longer effective to start it by explaining who you are and what you do. You are less likely to convince them to click the link in your resource box if you will do it that way.

In the conclusion, you have already ended it by telling your readers what to do next, the resource box will act as a bridge that will help them take action.

So using the example, “Now that you know why Sony Vaio is better than Acer, go to your nearest laptop store and get your Sony Vaio now!” which the reader is instructed to go to the store, the resource box will be more effective if it will begin like this:

“Download this free report on how to choose the right laptop for you at (your website). Mark Errol is the author of...”

This is the most effective way to write your resource box since you’re generating targeted traffic and promoting yourself at the same time.

Step Four: Submit Your Articles to High Page Rank Article Directories

Here are all the best article directories to submit your articles.



Top Article Directories

- [EzineArticles](#) - PR6
- [Submit Your Article](#) - PR4

[Suite101](#) - PR7
[Helium](#) - PR6
[ArticleDashboard](#) - PR5
[ArticleBase](#) - [GoArticles](#) - PR4
[WebProNews](#) - PR6
[SearchWarp](#) - PR6
[Isnare](#) - PR6.
[American Chronicle](#) - PR6
[ArticleCity](#) - PR5
[IdeaMarketers](#) - PR5
[Site Reference](#) - PR5
[Article Alley](#) - PR5
[TheWhir](#) - PR6
[Articles Factory](#) - PR4
[SelfGrowth](#) - PR6
[Amazines](#) - PR3
[Article Snatch](#) - PR5

Take Note: Before submitting your articles, proofread them first. Make sure there are no grammar errors or misspelled words.

These things will greatly help you to make a high quality article that will not only help your readers to learn but also will help you to be on top results of the search engines.

More importantly, this will serve as a big help for you to know how to do article marketing effectively. With this information, you will be able to generate massive targeted traffic in your website using article marketing.

Powerful Article Marketing Strategies

Article Marketing is a very powerful technique in generating high-quality organic targeted traffic if done correctly. You cannot just post 1-2 articles and expect something to change.

Article Marketing is a consistent process that takes a while to see the significance difference it makes. Post 1-2 articles every week, keep posting, and keep directing people.

Now that you know how to write a good article and how to properly post articles to the directories, it is now important for you to TAKE ACTION!

You have to do something to make something work.

Stop procrastinating and start drafting those articles now!

To Your Success!

Alex Major

www.NicheEmpires.com
