

# EXPLOSIVE ARTICLE Tactics



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# Introduction

Article marketing is one of the most under-rated methods of traffic generation for webmasters. Most Internet marketers are familiar with the tactic of using articles to funnel traffic from article directories to their site. While this in itself is OK, the problem lies in the fact that most of them have no clue how to really supercharge their efforts without spending a lot of time, and money. Most marketers write a lame(ish) article, publish it on article directories such as ezinearticles.com and then hope for a flood of traffic.

If this is how you approach article marketing then it is no wonder if it fails to convert to the killer traffic you were hoping for. In fact, you are wasting precious time, and resources with article marketing. This eBook will remedy that problem for you. Once you are done reading **Explosive Article Tactics** you should be one of the few online marketers with the knowledge how to use articles to drive a ton of traffic to your website with the most possible effect.

But before I go into the nitty-gritty of the book, let me dispose of a common myth in the Internet marketing niche; there seems to be a growing consensus in certain circles that article marketing is dead.

Trust me, it's not. Given the right knowledge and tactics you can run a growing online empire with the help of article marketing, and nothing else. If done right, article marketing is going to fill your pockets with cash. For the purpose of giving you the most bang for your efforts I have focused on using EZA (ezinearticles.com) as a prime example. Since EZA is the biggest article directory on the Internet, it makes sense to use them in an eBook pertaining to the subject. You'll get the most leverage from the information contained within this book due to the amount of visitors using that particular site.

Are you ready to learn how?

# The Fundamental Problem

Before we can delve into the real meat of **Explosive Article Tactics** you need to know what's wrong with the current way you approach this.

For most marketers it would be the way they structure their articles. Each article is made up of a preset number of elements. These are:

- Keywords
- The description
- The title/headline
- The introduction
- The article body
- Sub headings
- The transition/closing chapter
- The resource box

Unless these article elements flow seamlessly from one to another you will lose your reader within seconds. One of the most important aspects of article marketing is to combine these elements for the utmost effect.

Your objective is to dazzle your readers. You want to wow them with the quality of your information. In short, you want to the click.

If your article starts with a lame title, chances are that your reader is gone before he evens gets to read your content. With the Internet you only have a fraction of a second to impress the reader enough to stay on and actually read your content. Since most people are skimming the content on websites to preserve time, your job is to hit them hard with the help of the title and sub headlines. Those are the two elements that stand out from any article. They are likely to get noticed the most by casual browsers.

## The Not-So-Secret Ingredient to Writing Articles

A great article starts with the following not-so-secret ingredient: the keyword. If your keyword research is bad, then the resulting article will simply fail to hit your target market. You can look at this as if you were trying to shoot an arrow at a specific target. If you don't aim first, your arrow will likely shoot way past the desired target, and be lost among the many other misfired arrows.

Article keyword targeting works very much the same. With all the articles that are published on directories, it becomes harder every day to pick the good ones from the bad, simply because there is just so much stuff out there. Unless you research your niche well there is hardly a point in submitting articles. It would be like shooting arrows in the dark!

### Focus on the Long Tail

One of the surefire ways to increase your article marketing conversions is with the help of using long tail keywords. A long tail keyword is a natural expansion of the generic keyword such as “credit card.” Long tail keywords are usually made up of three, or more keyword strings such as; *no fee credit cards*; *credit cards for students*, etc.

When you target the long tail keyword browser, you effectively capture a smaller slice of the market. Having said this, you will also have less competition which increases your traffic conversions – your CTR. But no amount of targeting long tail keywords will increase your conversions, unless you combine them with the proper structural setup of articles for article marketing purposes.

# How to Write Kick-Ass Articles

As already mentioned in the last chapter, you need to research your niche first, and spend some time to find the good keywords. By using long tails you eliminate your major competition while being able to see results fast. Long tails are usually quite easy to rank with the help of a few carefully placed backlinks. I'll show you how later in this eBook.

## The Money is in the Research

You might be already familiar with the term “the money is in the list.” If you want explosive article marketing tactics you need to understand that the money is also in the research. Quite literally. I can't stress this enough. Unless you research your niche from the ground up, you will always be light-years behind your competition. Marketers that do extraordinarily well take the time to do this right.

With the range of keyword research tools on the market doing this right becomes child's play. Personally, I like to use two tools. Both of them are free so there should be no reason to not using them yourself:

**1. GAKT:** The [Google Adwords Keyword Tool](#) (GAKT) is a simple, online keyword research tool to dig into any niche on this planet. Since most of the search engine traffic is harnessed by Google itself it makes sense to use their tool for keyword research.

The good thing about this tool is the fact that it uses intuitive keyword triggers by suggesting related terms when you do a search. I've uncovered plenty of hidden niches thanks to this tool, and to-date it continues to be one of my favorites.

**2. Market Samurai:** Market Samurai is another killer keyword tool. This tool cuts the tedious time spent on keyword research into nothing. While the full suite of Market Samurai is not free, the actual keyword research module is. For article marketing purpose it's all you need to gain more leverage over your niche.

## Optimize for Market Domination

The next step in writing killer articles is to incorporate your keywords into the articles you write. This is called keyword optimization. You need to stick by the ezinearticles.com rules and never go above 1.5 percent keyword density. In reality this relates to using your main keyword 1.5 times for every 100 words you write.

If you were to write an article with this in mind, you'd probably end up writing a really bad example. It's hard to concentrate on the value of information when you stress about keyword density in the back of your mind. Your article would simply fail to flow that way.

My suggestion is to stop stressing about density at all. Simply use the maximum percentage as a guideline of what not to exceed and you will be fine. Instead, focus on the following pointers.

### Use a Strong Article Description

When you write your article description make sure to incorporate your main keyword. You also want to use supporting keywords (LSI) to help search engines to properly index your article. It will greatly help with your rankings.

### Your Article Title Must Rock!

The MOST important part of your article is the title. You need to spend more time on the title than you do on the rest of your article. Why? Because readers will only have a few seconds at the most to decide whether, or not they want to stick around to read it.

If you fail to grab their attention the moment they lay eyes on your work, you've lost them for good. Once the reader clicks out, they are unlikely to come back for a second read.

To make your title rock you should abide by the following tips:

- Your article title must contain the keyword, preferably twice.
- The title should be interesting to the reader.
- Make a promise and don't forget to deliver.
- Use copywriting tricks to grasp the reader's attention.
- Use short titles, where possible.

Let me explain the above in more detail. In Internet marketing, half of your success boils down to using a killer headline (title). The other half is driving traffic to your site. If you can combine one with the other you have a sure winner on your hands.

Parts of using explosive article marketing tactics are exactly that. You can spice up your article title with the help of questions, promises (that you need to hold), benefits and tricks. The secret to doing this right is by using power words. Some call them triggers; others call it the art of copywriting.

Regardless what you call it, the most powerful power word is “YOU.” To effectively capture the attention of online browsers, you need to find a common ground with which to capture them. What better way to do this than with the help of niche-specific words. By putting yourself into the shoes of your reader you gain more credibility and trust. Ultimately you get the click. Ask yourself the following:

- What is their most pressing problem?
- What is their pain?
- What solutions are they looking for?
- What is their fear?

When you can identify with the reader's problem right from the start, the likelihood of them actually going to read your article increases tenfold. The best way to strengthen your copywriting skills is by spying on some live examples:

- Scan your TV magazine for great inspiration (no kidding).
- Use popular social media sites to see which web pages got the most exposure for a keyword term. If you dig down into the why, you'll

- learn something money can't buy.
- Buy a niche-specific magazine, or newspaper and look at its titles.
  - Go to Amazon, and scan their books' section by doing a keyword search. Once you've found a list of books, carefully study their titles and ToC (Table of Content) section.

## The Article Introduction

Your introduction should serve as a lead-in to your actual article. It helps the reader with the transition from reading your article title to reading the actual content. This is another section that is often under-estimated by article marketers.

The article introduction should be short, explain to the reader what is to come and end with either a question, or *ellipsis*. It is also the perfect place to pre-sell your readers on the rest of your article.

When you ask them a question, you basically force them to read on to satisfy their curiosity.

The *ellipsis* (...) trick in the introduction is another very powerful way to increase the reader's need to read on because it leads into the unknown in some way, creating secrecy. The three-dot method at the end of the introduction can increase your CTR tremendously. The only way to find out is by starting to use it.

## The Article Body

The biggest mistake many article marketers make is not to follow through with their initial promise in the actual body of the article. If you promise the reader “10 tips to dominate the search engines,” then you **MUST** deliver on that promise.

Failing to do so will lose you readers, and ultimately, traffic and income. Thankfully these days ezinearticles.com are making this an increased must-have ingredient of their article submissions because of their intention to crackdown on article spam.

Another essential factor for proper article submission is the length of the article itself. With the new EZA regulations in effect, you need to make sure your articles are at least 450 words long or else they stand no chance of ranking in the most viewed section (more on how to accomplish this later in this eBook).

## The Importance of Sub Headings

While sub headings are technically part of the article body they deserve their own mention in this eBook. Sub headings help the reader to navigate your content, saving them time. But most important of all, they are a great tool for search engine optimization.

When you use keywords and related keywords (LSI) in the sub headings of your article, you help search engine spiders to define your content. If you use bold tags (<b></b>) to frame these sub headings it will help your article to rank better. Bear in mind that less is more when you use bold tags. Bolding your keyword once in each article is enough.

Unfortunately EZA does not allow the use of H1, H2 and H3 tags in your articles. Read more [submission guidelines here](#).

## How to Get the Click with the Help of the Transition

The transition paragraph is **THE** place to prepare your readers to click through to your site. Regardless whether you use articles for affiliate marketing, AdSense marketing, CPA offers, or to help boost your sales, the transitional paragraph is the deciding factor between getting the click, or losing your reader forever. It's the paragraph at the end of the article body. This section of the article is also called the conclusion.

The key in writing a killer transition lies in the way you bridge the information. The article transition is the connector between the article body and the resource box.

However, here's the **REAL** important part of this section: You must incorporate your resource box into this section, and not make it a separate entity as people usually do. By using your resource box as a natural conclusion of your article you will greatly increase your CTR.

The best way to doing this well is by using a strong call to action. Don't assume your readers know what to do next, you need to tell them to click on that link, visit that site, go there. Since the Internet is a highly trafficked medium, thousands of new users get online every single day. Assume every reader is new to using the Internet when you craft you call to action.

Depending on the niche you're targeting your resource box needs to be short, or long. Ultimately you have to test your response by using two variations of the same until you fine-tune the whole process down to a T.

If you use incentives in your resource box, you might get a lot of traffic. People love freebies and often go to great lengths to get them. Having said this, incentives won't work in every niche. You should also make sure you stay in line with the terms of each site since many of them don't allow straight out incentives, unless you funnel the traffic through a squeeze page first.

Go to [www.ezinearticles.com](http://www.ezinearticles.com) now and look for your niche by doing a keyword search, then navigate to the most viewed articles to see what I mean. Almost all the top viewed articles on that site are using these little tricks to increase their click-through rates.

## The Resource Box/Ending

The actual resource box/ending of your article is a great place for you to wrap up the article. It's like a well positioned afterthought.

Most article marketers don't do any pre-sell until the reader arrives at the end of the article. This is a big mistake. If you use the power of words to subtly lead your reader from the title to the click it's a job well done. The actual resource box should be used to tie the rest of the article to the end. It provides you with another chance to get the click, but in a more direct way.

You should always use proper anchor text (your keyword hyperlinked) whenever you link to your site. It will give you a better SEO score and thereby help to increase your rank in the search engines.

Below are a few examples of how to use anchor text in your resource box to give you better CTR and search engine rankings:

Are you a student looking for more info on financing college? If so, go to: <a target="\_new" href="http://www.yourwebsite.com">your anchor text</a> (This code will open your link in a new browser window.)

Students looking for <a target="\_new" href="http://www.yourwebsite.com/">keyword</a> can receive help at: <a target="\_new" href="http://www.yoursecondarywebsitesite.com">second anchor text</a>

The next chapter will show you how to take article marketing to the next level with the explosive tricks of the pros.

# The Tricks of the Pros

What you are about to learn has been applied by the pros in the game for some time now. Regardless of that fact, it still works a treat. All you need to do is work the system with the following sneaky tactics, and your traffic from article directories will experience a new sense of life.

By now you know the exact framework on which to build and write your articles. What follows next is the butter on the bread, the icing on the cake. This is why you bought this eBook in the first place, and I'm confident you won't be disappointed because what I'm about to teach you is not known by most marketers using article directories.

As a matter of fact, I doubt that it will ever be known to them. These secret tactics have been carefully protected by the most successful article marketers for obvious reasons. Now you can follow in their footsteps and dominate any niche you want.

Before I tell you this information I want to stress something **VERY** important to you. What you're about to learn borders on grey hat marketing. Don't get me wrong, there is nothing unjust about it, but you should think about how to cover your tracks if you want to preserve this method for a long time to come.

I'm not stating this lightly. These "secrets" are actually worth a lot of money if used correctly. Therefore you want to cover your back very carefully. EZA is very particular with their rules. Not following my suggestions below might get you banned, while your competition will keep on exploding their traffic with the tricks in this eBook.

It's your choice on which side of the chasm you want to be; at the top, or the bottom.

## Use a Different Pen Name for Each Niche

What many marketers fail to do is to create authority in their niche. When you use articles to generate website traffic you want to build credibility first, and traffic later. Since credibility automatically builds traffic it's the

first thing you should focus on to help build your brand.

The easiest way to do this is by using a different pen name for each niche. Nothing stops you from creating different resource boxes for various niches. You can make up pen names (trust me, a lot of top income earners do this). From a business safety perception it is recommended you do this. Otherwise you could get your accounts disabled once you become popular.

Trust me, a lot of famous authors are being targeted by their ill-meaning competition. If you use your real name it will be easy to follow your trail all across the Web. If you get into the habit of using a pen name you can protect each niche as a separate entity – and yes, you want to protect your domains that way. It is also a good idea to consider too private domain registrations for strong niches. If the worst case scenario does become real, you will only lose one niche, and not your whole empire.

## Try to Reach Platinum/Premium Status ASAP

On their site EZA claim you can reach platinum status once you submit 10 articles. Whether this will become a reality depends on the quality of your submissions, and the pen name you use. You can speed up the submission and approval rate by becoming a paid premium member. A premium membership isn't cheap. It clocks in at \$99/month, or \$697/year if you've got the spare cash.

While expensive, having a premium account on EZA will greatly enhance your article marketing tactics because your articles will be approved (if they are written according to their guidelines of course) within a day or so instead of a week, or longer. Some online forum users offer article submission services as a paid service on their premium EZA account. This might well be worth considering since it saves you the cost of paying for the upgrade.

Having said this, in using these type of submission services you could lose your article rights at any time if the author (owner of account) decides to shut his/her account down.

## Pay to Click (PTC) Traffic

This is by far my most favored trick to generate a flood of traffic to my articles. It involves the process of getting your articles into the “most viewed” section on EZA. You can apply this neat trick to any article directory of your choice, provided they too have a *most viewed* section.

PTC is such an ingenious way to drive a flood of traffic to your articles (or any web page of your choice) that it borders on the ridiculous. The acronym stands for **paid to click**. Paid to click services should not be mistaken for PPC (Google Adwords, etc.). Many people use these sites to earn a couple of dollars for doing odd jobs for webmasters. You on the other hand can tap into this market by using these people's services to explode your article marketing tactics.

You pay pennies per click for a person to visit your site, that's it. Imagine the power of buying 1,000 hits? Your article will soon shoot into the top ranked most viewed section, therefore gaining even more real traffic in the process. It's the simplest, and one of the most effective ways to rank your article in the most viewed section on any directory. Plus it can often be done for a few dollars.

Finding these services is not hard, you can do a simple search for “paid per click” services on Google to uncover a number of them. To help you get started, here are my favorites:

- [Amazon Mechanical Turk](#): This is probably the most used and known service among them. The one downside to using Turk is that you need to reside in the US. It always pays to read the small print of these services before you sign up. Some craft marketers know how to circumnavigate this rule with ease.
- [myLot](#): Another popular PTC service is myLot. The secret to using these sites to your advantage is to think outside the box.
- [Fiverr](#): Last but not least you can visit fiverr to find what people are prepared to do for \$5.

**Important note:** If you intend to use a PTC service to supercharge your article traffic (and you should think about it carefully), you want to make sure that you use what is called a **double meta refresh script**. This will

remove the referring website URL, giving no indication where the traffic came from. Doing this is a must if you want to abide by EZA's guidelines. You can imagine what they'd do to your account if you suddenly receive thousands of visitors from the same country, or referral agent. They'd shut your account down. These scripts are readily available online.

I also recommend you buy your pay to click traffic in batches to avoid the eyes of an eager observer. See what works after you've bought a set number of eyeballs to your article page. You might have enough to be ranked in the most viewed section with a few hundred hits.

## Funnel Your Traffic to Your List

When you put a lot of effort into marketing articles it is logical to make sure you get the most bang for your money by using a well-optimized marketing funnel.

While there is no secret to building a list, I'm afraid too many article marketers still fail to do this. When your article ends up in the most viewed section, thanks to the explosive tactics in this eBook you will want to utilize this as best as possible by driving your traffic to a simple, but well thought out squeeze/capture page.

Once your prospect is in your marketing funnel you can't help but make sales. Fail to implement this tip, and you'll stand to lose a lot of sales in the process.

## Backlink Mania

Everyone is talking about backlinks. Fact is that backlinks+SEO are the two major ingredients to supercharge your online income. You've already done all you could by structuring your article optimally for search engine traffic. Then you followed up on this by building fast traffic to your article.

To really dot the “i” with this method you need to build backlinks to each of your articles. Link wheels are best for this because they work.

The key to making them effective is to obscure them to both human observers and search engine spiders. Don't be tempted to use the same linking structure all the time. Alternate the system of your links.

Many newcomers to article marketing wonder how many backlinks are needed. Unfortunately I can't answer this for you. It's simply impossible because each niche is different; demographics, competition, the strength of your keyword research, the way your article is written, the amount of PTC buys you make, and many other factors can positively (and negatively) affect your required backlinks.

The one rule of thumb you can use is this: If your article ranks on the first place in Google for your keyword, you have enough backlinks for the time being. If it doesn't, keep building.

If your link wheel is strong enough you should see some amazing results with minimum effort. Especially if you can score some links from a few authority sites.

## Spy on Your Competition

Another sneaky tactic often used by savvy article marketers is the spy method. Thankfully this is made easy with the help of Spyfu. If you go to Spyfy.com you will be able to spy on any web page found online. Simply copy and paste any URL you find on the most viewed list in your article directory of choice, and you'll be able to see a ton of highly valuable information.

Spyfu will tell you whether the marketer is using Adwords PPC for traffic generation (another very useful method, albeit costly if you don't know how), what keywords they are targeting (hint, hint), and how they fare in regards to their main competitors.

A quick search has given me all the details I need to know to potentially dominate a new niche. In reality this process will take a little longer, but once you get used to the system of spying on your competition you can do this within a short period of time in return for great results.

Needless to say, Spyfu will be like having your own article marketing James Bond without the need to sip Martini's shaken, not stirred all day long. Plus it's another free tool in your article marketing arsenal.

Remember, all the spying, optimizing and traffic-generating action will do nothing for your conversions if you don't connect the dots by putting these tips together into a well-oiled system.

## Bonus Explosion Tip

I've never revealed what is to follow to another person. As a matter of fact this bonus method has worked so well for me that I'm kind of anxious to reveal it now. After much thought I based my decision on the fact that the Internet is so vast (and growing) that the chances of getting outplayed by my competition is small, especially in view of the niche I'm targeting.

So here goes:

What I've been doing quite successfully for a number of months is to put my article submissions on steroids. What this boils down to is to submit one article a day to EZA, then spin the article into hundreds of others using a service like Unique Article Wizard (UAW). UAW combined with EZA is killing two birds with the one stone:

- You build credibility in your niche by becoming a trusted author
- You build massive amounts of backlinks with UAW
- Best of all, by submitting one article a day to your platinum account in EZA you get a lot of search engine spider attention. This will result in a lot of traffic to your EZA profile, your squeeze page, and ultimately to getting a ton of opt-ins to your list.
- Even if you prefer to use a redirection script over using squeeze pages this method will convert.
- The hardest part lies in writing the content. Having said this, you can outsource the work to freelance writers as long as your cost is smaller than your income. Bear in mind that you need to adapt the same care for your initial keyword research when you use the bonus method. The more targeted your keywords are, the better results you will see.
- When I use my steroids method I stick with it for at least 30 days. Having said this, if nothing happens after one week of consistent action I drop the niche. If this happens it usually means my research was weak, or else I'm targeting a non-buying niche.

## In Closing

All the tricks and tips you've learned up to this stage can easily be put into a system that works like a Swiss clock. The system is made up of many individual components that work together to deliver optimum results.

The hardest part in implementing any system is the beginning. When you are unfamiliar with certain aspects of online marketing it can quickly become overwhelming. Please don't give in to frustration if something doesn't work out the way it's supposed to right from the start.

Failures are meant to be stepping stones to optimize your system. One thing is certain, every single component of this eBook works like a treat if you take the time to optimize it.

In fact, this eBook has been laid out to be a step-by-step plan to dominate any niche with article marketing. All that's left to do for you is to implement it.

Every niche is different. Different buyers are looking for different solutions. The more you learn to identify with their needs, the better you will fare with article marketing. If you remember one thing about this eBook, remember this: It's not about you, it's **ALL ABOUT YOUR READERS**. Give them more value they can take and run with, and you'll have loyal subscribers, readers, and buyers for life.

Now go and kick some ass!