

SPECIAL INTERVIEW WITH... JOHN YEO !

Be a starter in e-books writing and publication sometimes leave you without any Guru available for an Interview or Collaboration.

Well, this time I was very lucky !

One of the best blogger I had the fortune to know as a coach is John Yeo, that decide to answer to some relevant Article Marketing questions.

Alessandro : You are one of the most famous blogger around the world, I really appreciate your help to build this interview !

John : Hi Alessandro, thanks for this chance to be interviewed.

I don't consider myself as a famous blogger. I do have many bloggers friends and I feel I still have lots to learn from you and my friends.

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Alessandro : How did you get started writing articles ? How Article Marketing can be useful for any blog ?

John : To give you an introduction of myself, I am a wedding blogger.

When I started off generating traffic to my blog, I wrote articles and submit to article directories.

There are 4 main traffic strategies namely video marketing, article marketing, pay-per-click and social bookmarking.

As I can write pretty fast (about 500 words article can be created in less than 20 minutes), I chosen article marketing plus it is free.

I will be sharing later how I write an article.

Now, let's talk about what article directory you should submit your article to.

The best directory is Ezinearticles.com and I have always been submitting my articles to it.

Why?

Because I feel there are real readers coming from this directory to my blog and some are being converted to customers.

And Ezinearticles.com (EZA) has the highest page rank and definitely, you will get some of the page rank to your blog.

If you still want to submit to other article directories, my advice is always submit your article to EZA first.

Then, upon approval, you can submit to other directories for backlinks.

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Alessandro : What has been one of your biggest mistake in article writing ?

John : In the past, I thought that the more articles I submit, the more traffic I can get.
However, this is not true.

One very successful Internet marketer taught me that the quality counts too and we have to optimize the article with proper long tail keywords.

Talking about long tail keywords, this should be how you can do it:

Keyword research:

Find a profitable topic...one good resources is <http://www.amazon.com/> and also <http://www.google.com/trends>

Your keyword research should have these 2 basic criteria:

1. More than 300 searches per month

=> <https://adwords.google.com/select/KeywordToolExternal>

2. Less than 20,000 competing sites when you do a google search in quotes.

=> use <http://www.google.com/> and remember to put in quotes eg: "keyword"

Choose a long tail keyword and use it for your domain name.

keywordtips.com, howtokeyword.com, allaboutkeyword.com

*Remember you domain MUST have the long tail keyword in it.

With every article you have submitted to article directories like ezinearticles.com, you must hyperlink the same keyword back to your blog.

This is how I did it

=> <http://tinyurl.com/agy7u4>

Keep on repeating for all the keywords you want to dominate in Google.

There are plenty of article directories out there such as

- ArticleDashboard.com
- SearchWarp.com
- GoArticles.com
- IdeaMarketers.com
- AmaZines.com
- ArticleAlley.com

- ArticleCity.com
- ArticleCube.com
- ArticleSet.com
- ArticleTrader.com
- ArticlesBase.com
- EasyArticles.com
- uPublish.info
- ArticleSphere.com
- ArticleSnatch.com
- ArticleCodex.com
- ArticlesFactory.com

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Alessandro : What instead was your biggest success ?

John : I have one article which I posted in a category being rated as the highest read article. And this is how I wrote my article normally.

Now, I am going to share with you my Secret on how I can churn out a 500 words article in less than 15 minutes.

1. Research :

Depending on the niche you are doing, you can just google. Google.com is the best place to do research. For example, I want to write an article on coping with panic. I just google "tips on coping panic".

Then, I visit the first 5 related urls and take down one key point or tip.

Then, I just form my own opinion and add any additional new tip or advice I have.

2. Structure of article :

Remember you must have a title, an introduction paragraph, a body, a conclusion and a resource box.

For title:

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You are have simple titles like "5 tips to...".

Remember it must have a keyword which you are targeting (I will tell you more in the next email on this).

For first paragraph:

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Always discuss a problem which your readers are facing or will face and state that this article will show them a way which they can solve it.

For Body:

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You can always start off with tip 1, then tip 2... so it is more organized and easy to read.

Always keep a paragraph short and sweet and at most 3 lines.

For last paragraph:

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Do a round up and conclude the most important point or tip.

For resource box:

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Just write simple: To find out more tips on how you can..., click here.... >>Your blog url here <<

Ensure you hyperlink the keyword you are targeting to your blog or site.

That is it! This is all to writing an article which will bring more traffic to your blog/ site.

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Alessandro : Where do you find the best ideas ?

John : Personally, I feel the fact I read extensively does help.

Whenever I read an article, I do have my opinions and comments to share.

In this way, I will add in my thoughts and share some experiences which I feel are helpful to the readers.

In this way, what I doing is generating another article, inserting my personal unique opinions and experience.

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Alessandro : What trends do you see for the future of article marketing ?

John : I feel article marketing is going to get bigger.

It is one of the most fundamental and easiest way of generating traffic.

Yes, now as we have new trends such as video sites and social networking sites, article marketing will still serve as one of the basic ways of traffic generation.

It is written content after all... and many of us still do enjoy reading articles, don't we?

Cheers,



John Yeo

Professional Wedding Blogger