

Google Slap Happy SEO Practices Made Easy – A Cheat Sheet For Being Protected From Google

Module 4 – Article Marketing

Assume that article marketing or bum marketing is dead and that the entire playing field has changed as far as article marketing goes.

As indicated in the main modules, the most popular article directory sites have taken a massive hit -- one they never saw coming.

Some may recover slightly while others won't.

Here are some things to consider:

1. As the value of article directories themselves has dissipated, you can assume that the value of their links back to your site have too.
2. The greater value of submitting your articles to article directories now is not getting a backlink from them themselves (think mass distribution of articles as an example) but to get your content on article directories so that other publishers see it and publish it on their sites. The benefit of other publisher's distributing your content rather than an article directory is a publisher should have content very relevant to yours and so the link will have higher value.
3. Make sure the articles that you submit are at least 400 words in length and are well written.
4. Don't spam article directories with the same type of article slightly rewritten over and over again.
5. Time will tell how effective the “loser article directory sites” will be in the future. While we are still suffering after shocks from this Google shake up you may want to consider not adding content to these sites till the dust re-settles.
5. Submit your article has only noticed a decline of around 2.5 percent in traffic which is negligible. When you submit your articles there rather than them sitting idle on an article directory site they are actually distributed to people wanting content on the topic you've written about. I've been using them for a while now and it's a high quality article resource which seems to be unaffected really in the latest changes.