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## What Is Article Marketing

Most of us have access to computers and instant Internet connection nowadays. Therefore, many marketers are taking to Article Marketing as one of the most effective ways to advertise their business on the Internet. If done effectively it can drive a large chunk of potential consumers to the product website within a particular period of time. Wondering how to go about it?

There has been a long drawn relationship between article marketing and the print media. A business needs free space on the print media (newspaper in case of paper print). It obtains this by providing the media with vital information articles. The newspaper in this case prints this article and in return includes the name of the business in it to advertise it. Since all activities of mass print media has a restrictive budget, this method proves to be beneficial for all participants.

This is the case with paper print media like the newspaper. But the same set up can be built in the world of Internet. More and more people are going online to advertise their business as this reaches out to a large reader base.

An article directory is the place where the writer can upload his or her content. He can do so without paying anything to the website owner since the latter will gain revenue every time someone clicks on the article to read it. As more and more articles are put up on this directory it becomes popular on search engines. This is good for both the writer as well as the directory owner.

Although quite similar in their functions article marketing on the Internet is slightly more evolved than on print media. The article directory can be enhanced by search engine optimization through the use of certain keywords that are directly related to the subject matter of the content of the articles included. In this way whenever a browser wants to search on a particular subject, he or she will use some typical words on a search engine. If any of these words match with the keywords used in the article, then the website containing the article directory will come up high on the search list. This increases the chances of higher hits on the webpage.

Article marketing is mostly done to attract more viewers to your website. Therefore, the purpose of this form of online marketing is not too different from the others. However, other than making viewers click on the link to your website provided at the end of these articles there is nothing more that article marketing can do in terms of increasing your revenue. Your website needs to be convincing enough for turning potential buyers into actual consumers of your product. Therefore, the content of your website needs to be persuasive. Not only do you need to pay attention to the advertisement of your product but you should also offer options of registering with your website to receive regular updates on your

business through emails to potential customers.

## **Benefits of Article Marketing**

If you're not one of those who are indulging into article marketing as an effective way of advertising their business already, then you are losing out on a profitable market share of your product. Therefore, at least try it before deciding if it is a good way to market your product.

If you are not aware of the advantages of article marketing then read through the next section to realize how much you have been missing out on in terms of marketing.

All of us have the idea that effective advertising of a business can be done only by investing heavy sums of money into it. But article marketing does not require you to do the same. You can reach out to a wide base of potential customers for your product without having to spend a single penny for it.

Since article marketing on the Internet involves the use of search engine optimization through keywords, the browsers who actually read your article are not random readers of your advertisement. They have already been screened by the keywords when they typed in the relevant words for search online. This means that they are looking for information that links your article directly to their topic of search.

If the content of your article is good enough then once you put it up on the Internet it will spread to various modes of publication very fast. Other website, e-magazines and newsletters are some of the added publication media that will host your article. This means a wider publicity of your product or business. That in turn increases the chances of your product sale. The more your article is circulated through various modes of publicity, the more people will read it and know about your product and business. That is the basic point of any advertisement.

Since it does not cost anything to indulge in article marketing the revenue that you earn through it will be pure profit for you. Every time someone clicks on your article to read it you will earn something on it. This will be a return on zero investment. Therefore, if you can post a few articles daily then you will be earning quite a bit aside from the sale of your product.

The life of any other mode of advertisement is limited. Therefore, if you want to continue that particular ad then you will have to pay a sum at regular intervals for it to exist. But in case of article marketing not only can you market your business for free, but it will exist forever. You do not need to renew it in any way. All you need to make sure of is posting updates regularly through new articles on your

article directory to make your existing as well as potential customers updated with the latest development of your product and business. Neither do you need to pay anything for it initially, nor do you need to pay top ups to keep your articles alive on the Internet.

## **Getting Started With An Effective Article Marketing Strategy**

If you are looking to indulge into article marketing on the Internet then you should know that it is an effective way to generate publicity of your product and your business. Online article marketing involves search engine optimization and copywriting of content. Therefore, before starting out you should know all that there is to know about article marketing on the Internet.

The first thing that you should be clear about is what you want to gain from article writing. Are you interested in promoting others' businesses and products and their websites or do you want to do the same for yourself; because the two agendas need to be approached in very different ways. If you are writing articles for another website to advertise their product then you don't need to use your real name to promote the issue.

But if you are marketing your own product or business then using your own name instead of a pseudonym can be of valuable consequence to the advertisement. however, you need to keep in mind that whatever you do it is virtually impossible to make any changes to articles that have already been posted once, since there will be numerous copies of it posted on various other websites.

In order to retain your credibility it is always advisable to stick to your area of specialization when choosing subjects to write articles on. If you indulge in a variety of subjects you fail to make a niche for yourself. Therefore, there will be a lack of optimization of your website through search engines if you don't stick to relevant subjects.

You don't need to be an expert in the language, grammatically or literarily, in order to be successful in article marketing.

Although posting your articles on many article directories on various sites does provide you with a higher chance of circulation which in the long run benefits you, you should be a little selective before posting them anywhere you get a chance to do so. Websites that have high rankings and good search engine optimizations should be your priority. Also, try not to post the same article that you have used for marketing your website. This might result in penalty of your website by search engines.

Keep in mind the length of the article that you will be writing. Don't push yourself to write a long one if it is not necessary. Shorter articles with relevant information can go a long way too. Also keep in mind your potential to write on a specific subject. You may be able to write a large number of articles on entertainment, but have a limited creativity for articles on fine art. Therefore, don't push yourself to write on something you are not comfortable with. Most of the time they will turn out poorly and won't be published by anyone.

Also remember that your article will be read by a human being. Therefore, in your quest to include the perfect keywords into your article for maximum search engine optimization don't end up making your article a shoddy one.

### **How To Make Use Of Article Marketing Strategies:**

If you have an online business then you must have heard about best affiliate marketing programs. For those who don't know what it is, affiliate marketing simply means promoting other people's goods or services with the help of your website. This is done by posting the affiliate links of the merchant sites on your website and hoping that, those visitors who come by to explore your website, click on these links that transports them to the merchant's home page. If they make final purchases of goods or services from these sellers, you get to keep a commission on the cost.

But how to attract so much web traffic?

One of the best ways of doing this is by article marketing.

And what exactly is article marketing?

Well, you write articles about the goods that you are promoting; sprinkle them with a handful of backlinks and submit them with various article directories. In case the directory does not approve of backlinks, you can simply provide your website address. These directories put up your article/articles, as search engine results when someone looks up the requisite keywords. If the web traffic finds your article to be useful and interesting, they travel straight back to your website and from there, to the merchant sites. It is not only an easy way of promoting your affiliate links, it also a relatively cheap one. As such knowing more about article marketing and the various types of articles is indispensable if you want to seriously take up affiliate marketing. This article is an earnest attempt to help you in this venture.

A common problem that writers face when they need to write a lot of pieces is how to come up with newer and fresher content. The best way is to brainstorm and come up with novel ideas. But since that is an extremely backbreaking

exercise, here are some simple tips that might help you decide the subject of your cogitation, with a lot less effort.

To start with, you need to decide what type of an article you would want to write. Broadly there are four categories:

- **The List Article:**

The most common type of article found on the internet it is the easiest to write as well. All it needs is putting together a bunch of associated information. Examples of such type of articles can be -

- "5 home care tips for glowing skin"
- "10 ways of reducing your carbon footprint"
- "100 places you need to visit in your lifetime" etc.

These types of articles have three essential parts -

1. an introduction
2. Short paragraphs of minimum 2 lines describing the various objects that your article addresses.
3. A short conclusion.

- **The "How to" Article:**

This is the most interesting type of article as it describes how to make something new. Everyone likes to experiment once in a while, don't they? These kinds of articles are generally of the form -

1. "How to rekindle the romance in your marriage"
2. "How to make paella at home"
3. "How to prolong the life of your desktop computer"etc.

- **The Review Article:**

What would you do if you were to buy a new moisturiser launched by a renowned cosmetics brand? There are some who will rush to buy it simply because of the brand; but most would want a second opinion, a kind of a review. And people are looking for alternative opinions all the time. As such the widespread popularity of review articles does not come as a surprise.

The essential issues that need to be touched upon by review articles are:

1. The USP (unique selling point) of the product. What results does it promise.
2. How much of that claim does it fulfil.
3. Are the benefits worth the cost; and if so, who can be the prospective buyers to benefit from this.

Make sure that whatever way you choose for writing review articles you adhere to these three guidelines.

- **The Round Up Article:**

This is also a simple kind of article writing. All you need to do is to consult various sources or experts and provide an overview of a situation. This is kind of a general deduction made on the basis of certain given parameters - like general remarks, facts, arguments and judgments. It's kind of a rounding up piece.

For example:

Now that you know about the various types of articles, you can channel your creativity in a proper course. Diversify your literary skills in exploring issues that are not exactly mundane or commonplace. Best of luck!

### **ANCHOR TEXT OPTIMIZATION:**

**History:** this technique was actually discovered by bloggers and was actually meant as a kind of a joke. All they did was to add the anchor text of the phrase "miserable failure" to their links. The funny thing was that these links pointed to the president's website. Resultantly if you happen to search for the phrase "miserable failure" on Google, all the search results would return the president's website.

**How To Use:** the visible hyperlinked text of the anchor text optimization needs to be there on the webpage (say inside your article). Also including keywords within the anchor text has been proven to boost search engine rankings. An example can be, "Articles for Ezines."

**Why Keywords Are Important:** although free reprint articles pull in a lot of web traffic to your website, writing them alone is not enough. It is equally important that you research the appropriate keywords and come up with options that people actually look out for when using the search engines. The search engines are the avenues that generate the bulk, almost 70%-80% of web traffic.

### **How Choosing Correct Keywords Help:**

A good method for improving the ranking of your website in search engine results is by using the anchor text optimization mechanism. Through this method you can have your article posted in as many as 30 distinct websites all of which connects to you via the author's resource box, a module provided by most article directories. And it is inside this box that you put your anchor text optimization link. Carefully constructed keywords inserted into the titles and the Meta tags are essential for the success of anchor text optimization. So, when optimizing your article for major search engines, be extremely selective about the choice of keywords.

### **ARTICLE MARKETING STRATEGEM:**

- OUTLINE YOUR AIMS: Be clear about the ultimate goal of your article. Don't leave doubts regarding the intent of your writings. This is easier said than done. So pay a bit of attention to the following rules before you start spinning out articles. Remember that it is not enough that you churn out articles alone; it is also equally important that you style these articles according to the overall and ultimate image that you are trying to construct. You will need to harmonize all your marketing efforts, both online as well as offline. So pay very close attention -
  1. Your article should clearly delineate who your target audience is.
  2. Your strategy should clearly explain methods of reaching that target audience.

3. Your elementary expectations from your article should be clear inside your head.
4. How do you plan to channelize the web traffic and determining whether your website is equipped to further any such plan.
5. How well your articles are equipped to match other marketing tools.

You will need to come up with novel and innovative methods of promoting your articles otherwise it would completely fail to connect with your readers and beat the whole purpose of the strategy in the first place.

WRITE ARTICLES THAT HAVE A COMMON UNDERLYING BUSINESS PROPOSITION: Instead of trying to come up with something new for each and every individual customer it is better to write articles that reflects a common message. This serves as a link and serves to connect one article with others which is a highly efficient marketing scheme.

PLAN MULTIPLE ARTICLES: instead of putting all your eggs in one basket it is recommended that you concentrate on a series of articles at any given point of time. These need not be entirely unrelated. As a matter of fact they should appear as extensions of each other. The trick is to strictly centre an article round a given topic and yet leave scope for linking it to other associated issues. This way readers get to see a lot more of you on the internet and start believing you to be an authority on the topic in consideration. This will ensure that your articles are given special importance and not sidelined as another general piece of writing.

WRITE FOR SEARCH ENGINE SPIDERS: There is a massive difference in what readers look out for in an article and that which entices search engine spiders. But unfortunately for a writer, bridging this gap is pretty difficult. The core of your article marketing efforts should thus be dedicated in devising ways of extracting the most from both these unlikely groups of judges.

Human readers like to find articles that cater to their needs, are useful in solving their problems or offer newer opportunities in life. Search engines on the other hand are cued to links, page ranks and keywords.

The first thing therefore that you will need to accomplish is to tame the search spiders. How do you do that?

For that you will first need to know what do the search look for in your article -

- They index your keywords according to the order of articles that you have posted.
- Redirects traffic to your site when it sees that your website offers solutions to the queries of that group of traffic.
- In case yours is a low profile website, the search spiders skim through posting sites to discover your link.
- Point to locations that display your article/articles.
- As you go on strengthening the quality of your links, the search spiders go on improving the ranking of your page.
- As you increase the number of submitted articles, the spiders hike the ranking of your site.

So all you need to do is to close in on a theme or keyword that you are going to keep repeating in every article. Then base your piece on the foundation of that unique idea. This way you stand to gain from your pay-per-click (PPC) efforts and also better chances for the search engine optimization (SEO).

KEEP AN EYE FOR CONTRADICTION MESSAGE: don't muddle up the navigation links. There must always be a kind of common underlying characteristic connecting all your articles with the structure of your website as well as with each other. If your article claims that a series of solutions to a certain problem could be found on your website, ensure that they could be easily noticeable.

DIVERSIFY INTO OFFLINE MODES OF ARTICLE ADVERTISING: don't work to serve the online bulk only. Bring the offline, non-internet savvy masses into your promotion ambit as well. This way your article is reaching more people and providing optimum results. This can be done by repackaging your articles. How do you do that? Read on:

1. Christen your articles as **press releases or PR** and send them over to local publishing houses.
2. You can also send them to **trade journals**.
3. Print **pamphlets** of the same and distribute them at stores or with services.
4. Collect the articles into stacks of **handout** and sell them. You can also circulate them without demanding any payment.
5. You can also put them together as **hints, booklets or tutorials**.
6. They can also serve as material for **speeches or lectures**.

DON'T IGNORE THE RESULTS: it is the end that eventually justifies the means. So it is futile if, in spite of all your efforts you are failing to generate considerable amounts of web traffic. But how will you know if your marketing strategy is working or not? Well there are tell-tale signs. All you need to do is keep your eyes open!

Determine the accurate number and the identity of the websites that post your article and correspondingly, provide you with requisite backlinks. This can be easily done by searching for your article in any major search engine, say Google or yahoo. This is a good index to judge the popularity of your article.

## **Keyword Research for Article Marketing**

Article marketing is an effective way to enhance the advertisement of your business. However, unless you use excellent keywords to optimize your website you will not be able to generate enough traffic to it to earn profits on it. Therefore, it is important to do extensive research on keywords to find out which one is the best for your website.

In order to maximize the search engine optimization of your articles you need to keep track of the traffic ranking of different keywords that you can use to optimize your article on the Internet. You can research the data on a monthly basis. You also need to keep track of the level of competition that each of these words have for you. Use Microsoft Word or Excel to record these findings instead of relying on your memory for them, just to be sure.

If you are starting a brand new business then think of all the relevant words that can be used to generate higher traffic to your website. Note them down as soon as you think of them. If your business is about parcel delivery then hit the search button on this. You will be presented with a host of keywords that have direct relevance to your business. Along with this list you will be presented with the monthly search hits on these words so that you can compare which one is more popular than the other. You can also put in additional words that you have come up with and see the relevance quotient of it to your business.

Now in order to estimate the level of competition of your keywords you need to type them in and search them out. If the main term, like "Parcel Delivery" has a competition higher than 6, 00,000 then try something like "next day Parcel Delivery". This might generate a competition as low as 2,500. If this bears direct relevance to your business and the article that you are writing then use it as the keyword. This will cut down on your competition and come up as one of the top search hits on a search engine.

Repeat the same process for every keyword you think is relevant enough to be included in you article marketing strategy and note down the details of it on your MS documents. Compare and consider the best options before using them.

If you don't want to come up with keywords yourself, then you can use free online tools that provide you with suggestions of relevant keywords that you can use to optimize your website on the search engine. You can use free programs for this instead of buying software for this purpose. After having a list of such suggested keywords you should run a competition search on them on the Internet to be aware of the competition level of those words for you. Accordingly you can use them in your article marketing strategy to maximize your search engine optimization.

## Helping You To Write Better Articles

So you are all set to start your online business; or may be you already have one, and now are seeking for avenues that can help you expand it. But here is the thing - you are still not certain about how to write expressive articles that can pull in considerable web traffic. Alright! Let's see if we can help.....

Here are a few thumb rules which can make this article writing business a bit easier. Read on to find out more -

- Importance Of a Relevant Topic:

No body wants to get bored when they are reading an online article. Remember this when choosing the theme of the article. Don't choose something that you hardly know about; it will only give away your ignorance and frustrate your readers. Also, when choosing a subject, ensure that it is closely connected to your business discipline. Avoid leading your readers into any complicated reasoning regarding the exposition of your topic. Stick to the reader's perspective and provide only as much detail as is demanded.

- Avoid Being Too Lengthy:

If your article is too lengthy, it runs the dual risks of being boring and being irrelevant. The attention span of an average online reader is acutely limited when compared to that of a book reader. So whatever point it is that you desire to illustrate, it better be quick.

- Avoid Being Too Choppy As Well:

However, writing short, precise articles should not be confused with writing choppy and abrupt pieces. If you have shortened your article by compromising on the quality as well as the quantity of significant data, then you are the person who is actually asking your readers to go and search for better alternatives.

- The No Cliché Rule:

If people want to read overused clichés why would they bother reading your articles? Isn't it easier sticking to domains they already know? If they are risking reading a new writer, it is because they expect fresh content. Don't disappoint them; don't post hackneyed bromides that disgust people. Be refreshing. One of the best ways of doing this is to avoid buying articles and then attempting to rewrite them. Use your own imagination for a change.

- Choose Keywords That Are Highly Effective:

While they are busily browsing through various articles, trying to locate the information of their choice, the various keywords serve as the readers' only roadmap. As such, the choice of appropriate keywords is critical to the popularity of your article. And again, it is the relevancy of the keywords that decides the ranking of your article/articles in major search engine results.

- Be personal:

Create your own signature style. Assert your personal opinion every now and then to keep up the curiosity quotient of your readers.

- Use clear and lucid language:

Keep the language simple and colloquial. Maintain an easy flow and avoid any complicated narration. Your readers are looking for solutions; they will certainly not be impressed by linguistic jargons that they can't comprehend.

- Use The Slang Unique To Your Targeted Audience:

Don't get me wrong on this; but a generous sprinkling of informal jargons along the length of your article has the obvious advantage of arresting the imagination of the common milieu or more specifically that of your targeted audience. This adds credibility to your compositions and establishes you as an expert of the given field. But ensure that you don't go overboard with it.

- Avoid Spelling And Grammatical Errors:

Reading content that has spelling or grammatical errors can be extremely frustrating and prove to be a big turn off for any reader especially if that person is an authority in linguistic skills. The net result for drafting such erroneous content is that people lose faith in your articles and avoid reading them.

- Use Short Sentences That Are Easily Comprehensible:

Long sentences with circuitous phrases, very often, unnecessarily complicate the meaning of a paragraph. Shun them. Use short sentences to express your views and follow the same rule when compiling paragraphs. Don't let them contain any more than five lines at a time.

- Headlines Are Fate lines:

What is the first thing that one notices about any random article? The Bold Header that the piece starts with. A headline can make or break the fate of your article in one go. After all it is the headline that serves as the only defining index to the content of your article. So customizing a headline that is magnetic and

catchy is extremely important. Follow these simple rules to conjure up magical headlines:

- Getting The Synopsis Of The Article:

This helps in short listing keywords that accurately reflect the intent of your piece. For the first round, make a short list of targeted keywords that connect to your subject matter. Use the keyword tool that is available online and see which keywords on your list are successfully generating heavy traffic. Make a secondary list of keywords that are generating considerable web traffic. Now use your manipulation skills to try out various combinations of headlines with this collection of carefully researched keywords.

- Continue With Your Research:

Now that you have closed in on to a very selective list, find out which of these keywords is the most popular. This can be done by moving chronologically from one keyword to the next, and checking the search results for each of the key phrases on Google. You need to put in the key phrases in quotations and then search for them. Pay close attention to the number of optimized results listed on the top right of the page and the number of ads mentioned on the right of the page. Repeat this exercise with all keywords until you arrive at a key phrase that generates the most desired search result.

- And Ultimately, Choose The Requisite Article Headline:

For this you will need to pay attention to what the Article directories are demanding for. Generally a keyword or a key phrase with 1000-5000 optimized search results and a handful of paid ads should be a pliable bet. The number of search results need to be mentioned beside the key word. In case two or more keywords prove to be equally popular it is recommended that you choose the one with more paid ads. The best scenario is if you could come up with a keyword that churns out only 10 -20 results, but without paid ads they have no practical goodness. In case you are dealing with a large article directory such as Ezinearticles.com this upper limit can go up to 10000 optimized results but nothing more than that because chances are ripe that you will probably not end up on the first page of search engine results.

This 3 step procedure will help you put together a viable headline. Search for your article within 24 hours of submission and look out for its listing on the first page of Google search results.

## Submitting Your Articles

Now comes the tricky part - submitting your articles. There are a few guidelines here as well:

Submitting articles to article directories is one of the best ways for promoting your goods and services, both when they are online as well as offline. The submission of articles usually does not entail any fee and even when they do it is a mere token amount. A nicely drafted and deftly analyzed article can cram a lot of web traffic on to the author's website.

All of this sounds like a cake walk, doesn't it? But even here if you don't abide by certain ground rules your article is doomed for anonymity. So follow these simple rules...

- **First things first. The terms and conditions of the directory you are submitting your articles to.** Analyze each and every regulation extremely minutely. Ensure that your article satisfies them or it runs the risk of being tossed away by the directory. This kind of a breach may happen if you happen to have posted your affiliate links in your article when the decrees of the directory rules completely against such advertising. It can also happen with people who add their Google AdSense link to their articles and submit them with directories that don't allow such product promotion. So keep your eyes open. All it needs is just five minutes of diligence.
- **Create your own niche style of writing.** You are generally allowed to detail the characteristics of the product or services that you are selling or promoting. Use this scope to full advantage. Make your article sufficiently interesting so that it can fuel the imagination of the masses. This way your readers will be curious to know about you and your services; you can then oblige them by including clever hints like - "to know more visit our website" - and then furnish your web address.

- **Do your research to find out more about the styles of the popular articles.** Follow their style closely and try to uncover the secret recipes of their success. Use this experience when writing your own articles and see how easily your articles become famous.
- **It is extremely important that you remain alert and attentive when selecting the category in which to submit your article.** If your article is entered in the wrong category the moderators of some directories even reserve the right to delete them. And in case it is not deleted it wouldn't be of much help either being in the wrong section as they are.
- There are a lot of ways of submitting articles to directories all of which are singularly decided by the directory heads. Some allow only a few tags at a time while others grant the privilege of the whole body. There are still others who only allow for HTML after the articles. Faced with such varied procedures **it is best if you could toil a little harder and submit your articles manually.** This will avoid any kinds of miscommunication that may harm the prospects of your article.
- Don't be too impressed with a directory only because it allows for free submission. Keep in mind the amount of unique traffic and the pagerank that it is generating because after all that's what you are here for.
- For some busy people following all these tips to the word is slightly difficult. In such an event it is best to **hire a professional to help you with the submission** instead of taking all the responsibilities in yourself and creating a mess out of everything.

A frequently asked question is whether to submit one specialized article with multiple directories or to submit multiple articles with one particularly effective directory?

There is no one answer to that. Let's just say you need to improvise. For example, submitting your articles thoughtlessly to every directory might not be a good idea; but that does not imply that you give up your search for potentially advantageous directories that hold a lot of promise for your articles.

But again there are no fixed rules. For example, a lot changed on the article marketing front when Google enforced its policy of aggressively skimming through every article and remove the ones with duplicate content. The net result of this mechanism was that submitting a single article to multiple directories became relatively ineffective.

Prior to this regulation, writers used to post a single researched article on tons of directories; this would generate bulks of backlinks in no time whatsoever.

But as you see that theory doesn't work any more. So you need to keep evolving and come up with newer ideas, the first of which would surely be - to continue writing articles and submitting them with Ezinearticles.com. Besides it, close in on five-six other popular directories. This has the obvious benefit that in case Google rejects your articles, you can always depend on traffic forwarded from these other directories. Niche article directories that are in search of specialized articles are a great catch when it comes to alternative directories.

These directories are also comparatively new and as such clear of any unwanted competition. Exert yourself just that little bit and look out for more profitable avenues. Consult other players or businessmen who are transacting in the same field. This could open up myriad opportunities that you never thought was possible.

### **RESOURCE BOX:**

A critical aspect that decides the success of your article is the design of your resource box. It is your identity on the online directory and as such demands special attention. So read the directions very carefully -

- **Your name:** this is what the whole world is going to know you with. So this features at the top of your Resource Box.
- **Website address:** this should follow the standard URL form - <http://your-company-name.com/>
- **USP (unique selling point):** also known as the elevator pitch, this is a short summary of 1 – 3 lines in which you detail the uniqueness of the services you are offering.
- **Call to action module:** this is the podium where you invite the readers to visit your website. It is highly recommended that you limit these to a maximum of one call to action.

**Some optional topics that can pep up your article:**

- **The Ezine subscription address:** this helps you to listing the email addresses of your visitors and contributes in the building up of confidence. If you opt for this, ensure that your Ezine subscription has an URL and no email address is used for the join address.
- **Include your contact details:** say your cell phone number that can be reached in the event of an interview or a press media-kit.
- **A free report:** this contributes in establishing you as an expert in your given field.

- **An anchor one-keyword URL:** say you want to generate considerable search engine relevance for any given term; all you do is, you attach that term in your resource box with your website. However overusing this strategy can blunt its effectiveness.

**A few general hints as what not to include in the resource box:**

- Too many cooks spoil the broth: this is especially true in the case of attaching scores of irrelevant and unrelated URL's in your resource box, simply because they index all the websites you own. It severely damages your credibility.
- No one wants to know of your extra curricular activities. All they care about is the data regarding the services you are promoting. So keep it short and sweet.
- Your resource box should not be any larger than 20% of the article size.
- The resource box should not contain any irrelevant advertisements that don't relate to the subject of your article.

The resource box is what you get in return for submitting your article. This is a kind of "return" that you get for making the "payment" of the article. So, make full use of it. Include your name; website address and USP very carefully as these are the attributes that will pull in the entire considerable web traffic.

***To Err* NOT in **ARTICLE MARKETING-****

William Shakespeare in Merchant of Venice gave us the famous quote, "to err is human, to forgive divine". Surely that is a great motto to live with but when doing business that just might not work too well! You may not get a second chance to redo the mistake you do while approaching your client or customer. The most convenient way of business today is by supplying articles to the client when you market products through Internet.

The SEO experts are confident about their article market yet there are some who doubt its efficiency. The people who doubt the capability of articles mostly consists of people who spent months trying to market a product through articles and have failed. Thus, instead of looking for an answer to their failure they chose the easier option; "blame".

More and more people have started realizing the power of literary persuasion and have accepted their importance. However, there are people who are unaware of some very easy techniques to avoid failures and boost success in article marketing policies. The following six points are some guidelines and precautions you must take while preparing to launch your article based marketing.

### **1. Judge the good from the trash-**

You can get anyone to write an article for you at the cost of lemonades, the quality you will get might also prove sour for your business. Thus appears the importance of professional content writers from SEO firms. This people knows very well about the way to 'pitch' your product, where to and how to do it. A good article has its plus points, it not only does its job of marketing but also lures several webmasters who would post your article on their WebPages. If you have a poor article then all of this may just be a far-cry.

### **2. Clear up issues of duplicate articles-**

An article posted by you in several directories may bring you charges of duplication. The charge you receive may just be a common error, this although, never should make you afraid so that you post only one article in a directory. You just can re-write some paragraphs and the header when you post to other directories.

### **3. The web content as articles-**

The webmasters prepare a makeshift link to articles by rendering the page as content in itself; this is done in order to save space and cost. The only risk that this article takes is the expected variety of articles when people actually enter the portal through that link. If you post the same article twice then the visitor will lose his interest on the subject, this will prove bad for you as they might move to some other site. The reason to post an article is supplying information, what a website does is talks about your company.

### **4. Neither short nor long-**

The net savvies, webmasters, bloggers and news publishers always look out for talented and original writings; that is what makes it so appealing. The very moment someone publishes your content through e-mails or spreads around via any other media, your article gains demand and exposure. The length is important, while some make it mere 100 words and deconstructs their own subject; there are others who write an essay out of it. Too much or too little are harmful from both ends. Readers may not be interested at all or they may lose interest halfway through it. The best budget of words is considered to be within 400 to 900 words, where you can explain the subject and also keep the interest alive in the reader's mind.

The next three are possible mistakes which occur frequently by people while posting an article to a directory.

#### **5. Limiting your reach-**

We understand that after writing an article several times in different versions you might feel loathsome to submit it to many directories. Still, YOU have to do it; if you can afford luxury then there are services that manually do it for you or else, do it yourself. You cannot sacrifice a wider range when entering the article marketing. Start your work at twelve directories, and then proceed slow but steady; if you reach twenty then you are good to go.

#### **6. Mentioning the same name in every article-**

When you use the same name everywhere, people might lose hope and trust on your article. If D. Chabaria speaks on Designer cars, would you trust him if he speaks about drugs which lets you stay young? The answer is 'NO'. so, watch the name you are using.

Article marketing is easy, comfortable and requires less work. It although has to be a product of practice, talent and education because it is a form of art in itself. If pitched right then article market gives you a steady inflow of money.

#### **Is article submission software a good option?**

Article submission software is the latest trend in this market; it gives your success rate a bumper boost before you even know it. It is the software now used by webmasters, internet marketers and online authors to earn big-money in short time. People who do not use this software and earn less than desired should opt for such software.

The submitting of articles is the soul of this strategy, it aims on reaching a wider scale with the minimum effort from the user. The whole idea is based upon information, on the right product, on the right people, the right research; then finally writing the article and posting it. Writing an article with efficiency does not come under the scopes of the software but matters more when pitched to a directory. There is one more offer! The submission is free and you don't need to pay a single buck. To a businessman of wit, missing a powerful tool of marketing and chance of getting it for free is just irresistible. All you need to do with your money is keep the chunk away and spend a PECK on buying the software.

To submit an article on several posts manually is tiresome, it is time-consuming and boring. The time you spend on submitting those articles could be used in writing several fresh ones. There are article suppliers like iSnare ([www.isnare.com](http://www.isnare.com)) who gives you through credit-cards and takes up the responsibility of submission also, this are good but costs fairly high. This is why low-budget firms and webmasters shift to the Article submission software, this is the only way of keeping the business and money rise higher. The newer versions of the software also check grammar and the readability of the contents, thus directories now readily accept their articles.

Every business which is based on product orientation knows it well that a very important factor is speed, article submitting software posts at least 2 to 3 articles in hundreds of directories in a SINGLE DAY. This would have taken a full week if you worked 10 hours a day. The software just increases your business efficiency to 600%, therefore, you can now reach more people in every hour then you previously did in days. Do you see your sale rising?

The software makes the process of posting articles in two modes, automatic and semi-automatic. Posting a one-way link from article directories and also making it more popular. This is probably the fastest and cheapest ways of getting a good number of links to your website. Thus in search engines like Google and Altavista you will rise in the popularity level, more traffic then will stream on to your webpage.

The software helps you to reach more people in short time, you have to work less and get more benefit out of it. This is how you succeed in article marketing with never having to face that other marketers with less experience has faced.

Here are some recommended article directories you can submit your article to:

1. [www.ezinearticles.com](http://www.ezinearticles.com)
2. [www.ArticlesBase.com](http://www.ArticlesBase.com)
3. [www.isnare.com](http://www.isnare.com)
4. [www.articlecity.com](http://www.articlecity.com)
5. [www.searchwarp.com](http://www.searchwarp.com)
6. [www.goarticles.com](http://www.goarticles.com)
7. [www.articlealley.com](http://www.articlealley.com)

8. [www.articledashboard.com](http://www.articledashboard.com)
9. [www.articlesnatch.com](http://www.articlesnatch.com)
10. [www.ideamarketers.com](http://www.ideamarketers.com)

## **Go Viral With Article Marketing**

Viral marketing simply implies the transmission of a promotional agenda from one person to the other.

As such, the success of such a scheme singularly depends on the frequency of the pass-alongs. The growth quotient is wholly tagged to the volume of pass-alongs. Say you have lots of friends who can simply pass along your message to their friends and so on. This way it can generate amounts of web traffic that you never thought was possible even in your dreams.

There are scores of websites, blogs and ezine publishers who are scavenging the net for quality articles. You just need to discover them. Submit your articles with the right directories and see the magic unfold. You can also try out the directories that offer to release your article without any kind of any fee.

### ***Why Article Marketing Is A Hit?***

- There are many reasons for this phenomenon; but one of the chief reasons is that, an article written by you is seen as a reflection of your business attributes. Unlike the common perception that an article is just a mundane description of the products that one is promoting, in reality it is much more topical than that. A cleverly scripted article has the potential to impress teeming multitudes.
- Some articles are specifically designed for select group of audience. For example, fitness, yoga, real estate, etc. such articles are also successful in garnering their own fan following who share such interests and want to strengthen their knowledge base.
- When writing articles you will write about what interests you and about that which concerns your business needs. It will be kind of a short summary as to what readers can expect on your website. Similarly not everyone will read your articles. Only people, who share your enthusiasm for a

particular pursuit, will become your qualified targeted visitors and hopefully enlist in your newsletters and finally buy your goods.

- The articles you write are not meant to be part of your portfolio or extensions of your web contents. But since submission of articles to most directories is costless, it serves as an extremely efficient free advertising tool. And this has 3 obvious benefits -
  1. attracts qualified targeted web traffic
  2. provides your website increased exposure
  3. Improves your page ranking.
  4. Establishes you both as an author and a webmaster.

Writing articles is not enough. A lot of authors don't include their web address in their articles. Resultantly, even if the articles had managed to impress the readers, in the absence of proper website addresses these potential masses couldn't be converted into considerable amounts of web traffic. Therefore make sure that you include your web addresses in your article.

## **Conclusion**

If you're selling anything online be sure article marketing is on the top of your promotion strategy. The source of traffic is free and highly targeted, and it'll bring in constant visitors to your sites for the long run. On top of all that, you'll also increase your credibility – making you look like an expert in your field.