

Quick & Easy Guide to Article Marketing

**“How to Maximize Your Online Business Profits
and Exposure Through
Expert Use of Article Marketing!”**

By Michael J. Keenan

Owner Of SitePromotionNow

<http://www.sitepromotionnow.org>

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Article Marketing Explained

One way of promoting your website and products can be achieved for **FREE**. As an additional bonus, this “free” method can boost your site and sales, doubling and even tripling your income.

Articles. One of the easiest ways to promote your website in order to generate traffic and increase your earnings.

How does this work?

Write articles relating to your website and submit them to “free content” submission sites. Easy to do, takes little time and can increase your website traffic, sales and of course as a direct result, your income.

How can article writing boost traffic and income?

Your article on a free content site contains a link to your own website. Readers, after reading your articles, may choose to click on your link and pay you a visit. Also having articles published on free content sites makes these articles available to other webmasters who may wish to publish that article on their own site.

If they do, your article will include a link back to your site. And anyone who reads the article can click on your included link to visit your site.

As the list of your published articles grows larger, and more and more of them are appearing on different websites, the total number of links to your site increases. Major search engines are placing a lot of significance on incoming links to websites so they can determine the importance of a certain site.

The more incoming links the website has, the more importance search engines attaches to it. This will then increase your website’s placement in search results.

If your site is promoting a product or service, the links that your articles have achieved will mean more potential customers for you.

See how easy that is?

And to think, no effort on your part was used to bring them to your site. **Just your published articles and the search engines.**

It is no wonder why many webmasters are suddenly reviving their old writing styles and taking time to write more articles about their site than doing other means of promotion.

Getting their site known is easier if they have articles increasing their links and traffic.

Since many people are now taking their buying needs online, having your site on the search engines through your articles is one way of letting them know about you and your business.

The 4 Things ALL Articles Must Have

Keywords and Keyword Phrases.

An article must always be centered on keywords and keyword phrases. There are many tools on the Internet that provide a service in helping a webmaster in determining what keywords and keyword phrases are mostly sought out. You can use this tool to determine what keywords to use and write about.

Keyword Density

Now that you have your keywords and keyword phrases, you must use them fully. An article must have good keyword density for a search engine to “feel” its presence. Articles should at least have ten to fifteen percent of keyword density in their content for search engines to rank a site high in their search results. Getting a high rank is what articles do best for a site.

Keyword density is the number of times a keyword or keyword phrase is used on an article. The number varies depending on the number of words used in an article. An effective article must have a keyword density that is not too high or too low. With a very high density, the essence of the article is lost and may turn off a reader as well as the search engines. It comes off as overeager. A low number may be ignored by the search engines.

Good Article Content

Like what is stated above, you cannot just riddle an article with keywords. They must also be regarded as good reading material. Articles must be able to entertain people as well as provide good information and help for their needs. Articles should be written well with correct spelling and good grammar. If you want people to trust you, make your work good and well thought out.

People respond well to figures, facts and statistics. Try to get great information and as many facts as you can. A good and well written article will boost your reputation as an expert in your chosen field or topic. As more people believe in you. They will be able to trust you and your products.

Linking Articles

And another important thing to remember: if you are going to submit articles to E-zines and/or contribute your articles to newsletters and other sites, DON'T ever forget to include a link to your site. A little resource box with a brief description of your site and you should always be placed right after your articles that you have submitted. If people like your articles, they will most likely click on the link directing them to your site.

5 Easy Ways To Get Your Creative Juices Going

Writing an article doesn't just mean putting down thoughts into words then typing and writing it. You have to capture the interest of your readers and get them to keep on reading. To send your message across you have to get the attention of the reader and have a firm grasp of their interest and pique their curiosity.

The main ingredient in baking up an article is a large dose of creativity.

Putting words into images in the readers mind is an art. A clear and crisp depiction requires a certain flair that only creativity can provide. Similes and metaphors help a lot, but the way an article gets entwined word for word, sentence by sentence then paragraph by paragraph into a whole article develops the real essence of the article itself.

So just what do you have to do when nothing comes to mind? There is no surefire way to get the perfect idea but there are easy ways to get your creative juices flowing. No one can guarantee you the perfect mindset but many methods may aid you in achieving this state of mind. Here are five easy ways.

1) Keep a diary or a journal with you always.

Ideas can be triggered by anything you may hear, see, or smell. Your senses are your radar in finding great ideas. Write all of them into a journal and keep it with you for future reference. You may also write down anything that you have read or heard, someone's ideas could be used to develop your own ideas. Remember that ideas and creativity can come from anywhere; it's the development of the idea that makes it unique.

2) Relax and take time to sort things out.

A jumbled mind cannot create any space for new ideas. Everyone must have a clear mind if one wishes to have their creativity in full speed. Get rid of all obstacles that can be a hindrance to your creativity. If you are bothered by something, you cannot force your mind to stay focused.

3) Create a working place that can inspire your creativeness.

Your working place can be quite a hindrance if it doesn't make you feel happy or relaxed. Creativity comes from being in a good state of mind and a messed up workplace that causes distraction won't be conducive in firing up your creative flow. Surround your working place with objects that make you happy and relaxed. You may put up pictures, or scents, objects that inspire, or anything that can get your creativeness cranking.

4) Set the mood.

Setting the mood requires you to just go with the moment or to induce yourself to feeling what makes your mind works best. Finding out what makes you tick could help you find ways to get your creative juices flowing. Set the pace and tempo for your mood and everything else will follow.

What to Do Before Submitting To Article Directories

With modern communication technology comes the popularity of information-based marketing, which is one of the oldest and most effective techniques in getting targeted prospects to sites and converting them into buyers. This is why article writing, submissions and publications are getting popular.

Let us take a look first at the common mistakes that some people make before submitting their contents to article directories:

1. Confusing the reason to promote the articles with the reason to write them.

In article writing, there are three key benefits why you are promoting them; branding, lead generation and promotion, which are all part of your optimization efforts.

But there is only one reason why you write an article, and that is to inform your audience. If the article is not focused on this primary and most important purpose, it will fail to achieve the three promotion benefits because no one will be interested in reading them.

You need to figure out first how to get people to read what is in your article, then make them click on your resource box. You can achieve this by producing better

content.

2. Failing to maximize the promotional opportunities of article marketing.

You may know already that your articles can help you generate additional links back to your site. But do you know that you can get more visitors and better search engine results from that same article?

Mention keywords at strategic places. Just be sure not to overdo them. Some are even using anchor texts which is also an effective method. But it is important to know that a majority of the directories are not able to support this.

Remember that is not only about the links back to your site. Part of doing well in your article marketing is getting picked up by publishers with a large audience and gaining the ability of leveraging other brands because of the quality of your work.

But these things do not put much money in your pocket. There are other factors that can turn your article marketing efforts into an opportunity that can boost your earnings. Not just increase the number of visitors to your site.

Start out with a plan and see to it that your article will serve the function that you intended it to have.

3. Publishing content that does not help your readers.

Maybe in the process of writing articles, you are thinking that all that you wanted is links back to your site. And any visitors it can generate are fine. Guess what? Not all article banks and directories are going to accept your content automatically. Oftentimes, they have some guidelines and specifications on the articles that they are accepting.

You can double the number of sites you can submit to by writing articles that the directories want to share with other people. All it takes is one publisher with a hundred thousand readers to increase your potential audience overnight.

Write the articles that publishers want in their publications if you want your article marketing to work the most effective way for you. This also means you have to obey the standard guidelines, spell checks, researching on a good topic and even hiring a writer to produce good content on your behalf.

In the end, it is all really a matter of choice on your part. You can start getting a little exposure from increased links back but on a very basic level. Or enjoy massive exposure from a little extra time making quality content.

It will be your choice. You may not be aware of the fact that an article submitted on directories is not meant to have the same level of exposure as highly-targeted content

ones geared on a narrow group of people.

Learn the difference between these two and it will surely help you know what kinds of articles to write and to submit.

Red Hot Tips To Get Your Articles Read

To make sure that your articles get read and enjoyed, here are six **red-hot** tips to get your articles read. These tips will make your articles readable and interesting.

1) Use short paragraphs.

When paragraphs are very long, the words get jumbled in the mind of the reader. It can get quite confusing and too much hard work to read. The reader will just quickly disregard the paragraph and move on to much easier articles that are good to look at as well as read. Remember paragraphs can be a single sentence, sometimes even a single word!

2) Make use of numbers or bullets.

As each point is stressed out, numbers and bullets can quickly make the point easy to remember and digest. As each point, tip, guide or method is started with a bullet or point, readers will know that this is where the tips start. Format your bullets and numbers with indentations so that your article won't look like a single block of square paragraphs. Add a little bit of flair and pizzazz to your articles shape.

3) Use Sub-headings to sub-divide your paragraphs in the page.

Doing this will *break* each point into sections.

4) Provide a good attention-grabbing title or header.

If your title can entice a person's curiosity you're already halfway in getting a person to read your article. Use statements and questions that utilize keywords that people are looking for.

Use titles like, "*Tips on making her want you more*", or "*How to make her swoon and blush*". You could also use titles that can command people, for example, "*Make her yours in six easy Ways*". These types of titles reach out to a persons' emotions and makes them interested.

5) Keep them interested from the start to the finish.

From your opening paragraph, use real life situations that can be adopted by the reader. Use good descriptions and metaphors to drive your point, just don't over do it. Driving your examples with graphic metaphors and similes makes it easy for them to imagine what you are talking about. Make the experience pleasurable and enjoyable for them.

6) Utilize figures when necessary and not just ordinary and insipid statements.

Using specific facts and figures can heighten your article because it makes it authoritative. But do not make it too formal, it should be light and easy in flow. Like a friendly teacher having a little chat with an eager student.

Writing a Resource Box that Makes People Click

The Internet is the information highway, this phrase has been used so many times it should be nominated for the Internet Cliché Award. People that go to the Internet are subdivided into groups, but generally, they are out to search information. Whether for gaming, business, fun or anything else the Internet has provided us with.

Throughout recent years many people have learned the secrets of Search Engine Optimization. More and more sites have seen the effects articles have done for the traffic to their sites. Some have even created sites devoted entirely to providing articles that can be read by their website visitors and have links that lead to many sites. For example, the sites may feature many articles about a whole lot of topics. As a website visitor reads the articles they have searched for, they can find at the end of the article a resource box that can be clicked.

A resource box is what you usually find at the end of an article. It will contain the name of the author, a brief description of the author, a brief description of the sponsoring site and a link. If a reader likes what they read, they would have the tendency to find out where the article came from to read more. The resource box will be their link to the source of the article and this will entice them to go to the site and do some more reading or research on the subject or topic they are interested in.

But like the article itself, the resource box must also be **eye-catching** to demand the attention and interest of the reader. While the resource box encompasses only a small space, providing the right keywords and content for your resource box will provide more prodding for the reader to go to your site.

Now we know what resource boxes are, what are the benefits of having a good resource box?

Mainly its driving traffic to your site.

Many sites allow articles to be placed in their sites because they can make use of the articles to fill their pages. They also get affiliation with other sites that can be beneficial for them as well. For the sponsoring site, when you get people to click on your resource box, you generate traffic that can be counted upon as potential customers.

So what would be a good content for your resource box? Basically it is keywords, learn about the proper keywords that people are mainly searching for. There are many tools you can find on the Internet that can help you in determining what keywords to use.

Another tip is to use keywords that should be related to your site. Do not mislead your potential website visitors. Build your credibility so that more people get enticed to visit your site and browse what you have to offer. Make people click your resource box by providing resource box content that makes a lasting impression. You only get one chance to wow them and hundreds of chances to repulse them.

Never underestimate the power of the resource box. It may be small in size but it will provide a significant aid in driving traffic to your site. A boring resource box will never get a job done. Be fun and creative but at the same time show that you have a great deal to offer, too much to ask for something that couldn't fit a paragraph? Yes and no, there are many tips and guides that can help you in doing this, the first step is realizing how important a resource box is in making people click your link.

If You Hate Writing Articles...

So what are the other options?

Well, for starters if you hate writing articles and you can't afford to hire people to write for you then don't. **Get free articles.** The first place to look at for free articles is the public domain. Here you won't have problems with copyright infringement, penalties and fines if you get caught for plagiarism.

Public domain articles are articles freely given to the public for public use. You can do whatever you want with them. You can place them on your site, name them as yours, put them in a newsletter its you decision. Always remember though that you will have to choose articles that are relevant to your site.

The downside to public domain articles is that since it is free for everybody, many of your competitors may have access to them as well. Since every site needs to be original and unique even though you have the same niche, this could be a predicament. You may also have to edit them a bit to place more keywords and keyword phrases to make them better.

Another way to get free articles is to **allow other sites which have the same subject or topic as yours to submit articles to your site.**

This would be only to augment your existing content or else all your articles would be leading to other sites since these articles would have resource boxes with them that could link or direct the readers to their site.

Further FREE Resources:

Read Your Complete Guide To Cashing In On eBay.

[http://www.sitepromotionnow.org/Guide to Cashing in on eBay.html](http://www.sitepromotionnow.org/Guide%20to%20Cashing%20in%20on%20eBay.html)

**Complete Information About What You
Need To Know When Pursuing Wealth.**

http://www.sitepromotionnow.org/pursuing_wealth.html

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http://www.sitepromotionnow.org/E-Book_Marketing.html

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http://www.sitepromotionnow.org/targeted_traffic.html

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**That Shows You Exactly How You Can Start Building &
Creating Your Very Own Website.**

http://www.sitepromotionnow.org/Selling_Products_Online.html

**The PPC Marketing Guide How to Have
Red Hot Targeted Traffic Delivered**

Straight into Your Website

for Massive Profits

[http://www.sitepromotionnow.org/The PPC Marketing Guide.html](http://www.sitepromotionnow.org/The_PPC_Marketing_Guide.html)

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[http://www.sitepromotionnow.org/Opt-in List Building.html](http://www.sitepromotionnow.org/Opt-in_List_Building.html)

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