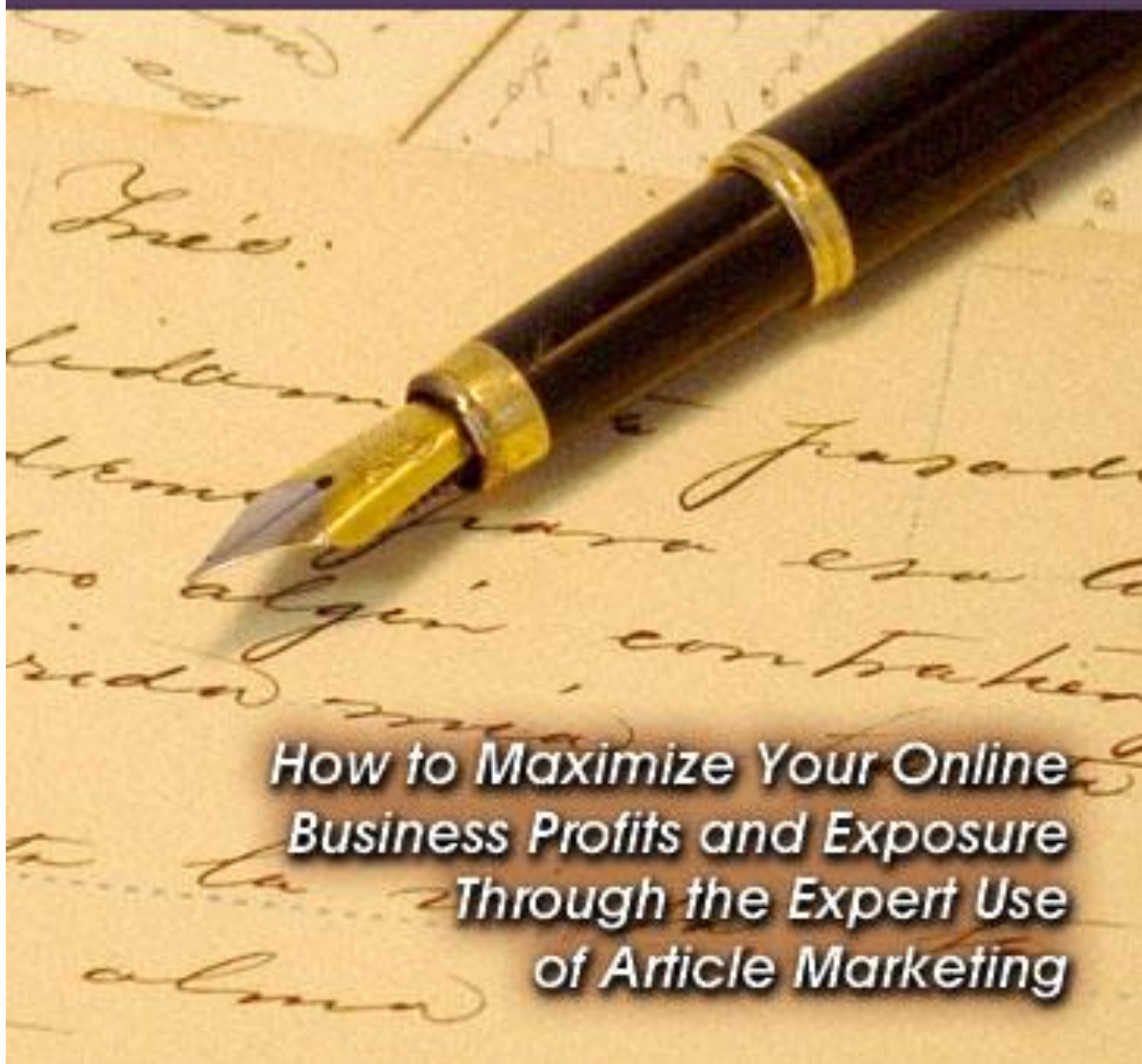


THE EXPERT GUIDE TO

Article

MARKETING



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

The Expert Guide to Article Marketing

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

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The Expert Guide to Article Marketing

Article Marketing Explained



There is one way of promoting your website and products that is, essentially, **FREE**.

This “free” method can boost traffic to your site and increase your sales, doubling and even tripling your income.

That method is **Article Marketing** – one of the easiest ways to promote your website in order to generate traffic and increase your earnings.

How does it work?

Write articles relating to your topics on your website and submit them to “free content” submission sites. It’s easy to do, takes little time, and can increase your website traffic, sales, and of course, your income.

How can article writing boost traffic and income?

An article on a free content site contains a link to your website. After reading your article, a reader may choose to click on the link and pay your site a visit.

Also, by having articles on the free content sites, they are available to other webmasters who may wish to publish them on their site(s). If they do, the article will include a link back to your site, and anyone reading the article can click on the link and be taken to visit your site.

As the list of your published articles grows larger, and more and more of them appear on different websites, the total number of links to your site also increases. Major search engines place 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. So by increasing links to your site, you're potentially increasing your website's placement in search results.

If your site is promoting a product or service, the links that your articles have achieved can mean more potential customers for you too. Even if visitors only browse through, you never know if they might be in need of what you are offering in the future.

There are also people who already have ideas about things that they need, but haven't yet decided between the many choices online. Chances are, they may stumble upon one of your articles, become interested by the content you wrote, go to your site, and became enticed by your promotions.

See how easy that is?

Search engines do not just index the websites; they also index published articles. And, they also index any article that is written about your own website's topic. So once someone searches on that topic, the list of search results may include your site and may even show the articles that you have written.

And to think, not that much effort was needed on your part 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 topics on their site than doing other means of promotion.

Getting their site known is easier if they have articles increasing their links and traffic and making it accessible for visitors searching the Internet. 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 good thing with articles is that you can write about things that people want to know about. This can be achieved in the lightest mood but professional manner, with a little, not-so-obvious sales pitch added.

If you think about it, only a few minutes of your time is spent on writing one article and submitting to free content site. In a short span of time, that article can also be distributed to more sites, and before you know what is happening, you can be getting more visitors to your site than you previously had.

If you think you are wasting your time writing these articles, fast forward to the time when you will see them printed and wide-spread on the Internet. Not to mention the sudden attention and interest that people are giving your website and your products or services.

Try writing some articles – you may see a sudden surge in your website traffic, link popularity, and interest. Before you know it, you could be doubling and even tripling your earnings.

Nothing like getting benefits for something you got for free!

The 4 Things ALL Articles Must Have



The importance of articles – and article marketing – for websites and Internet-based companies can be immeasurable. They can dictate a lot in the success and drive of traffic to one's site. It has become a key element in making a site work and in earning a profit. A website operator and owner must strive to include quality content and articles on their site that will work for them and earn them the many benefits articles have to offer their site.

Articles have been known to be one of the driving forces in driving traffic to a website. Articles can be a factor in getting a site high rankings on search result pages. The higher a site ranks the bigger slice of the traffic flow pie it is likely to get. With a large number of traffic flow, there can be more profits and more potential for other income generating opportunities as well.

But, it is not just about stuffing your site with articles; they have certain requirements as well. These requirements must be met to obtain the maximum benefits an article can provide for your site. A well written article will catch the eyes and interest of your customers and keep them coming back for more. They may also want to recommend your site to others.

Here are some tips to help you with your articles. Below are four things all articles must have in order to make it successful and help in bringing traffic to your site.

Keywords and Keyword Phrases.

An article should always be centered on keywords and keyword phrases. As each website visitor goes to a site, there are those who are just merely browsing and those actually looking for a specific something. When looking, a person usually goes to a search engine and types in the keywords they are looking for (e.g. Toyota Camry reviews, Meningitis symptoms, Tax Lawyer, etc.). It could be anything they want.

The Important thing is that you have published an article that has the keywords that are related to your site. For example, if you maintain an auto parts site, you would want to have articles about cars and their parts. There are many tools on the Internet that can help a webmaster determine what keywords and keyword phrases are used most. You can use these tools to determine what keywords to use and write about.

Keyword Density

Now that you have your keywords and keyword phrases, you should 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 in their search results. Getting a high rank is what articles help do for a site.

Keyword density is the number of times a keyword or keyword phrase is used in an article. The number varies depending on the number of words in the 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

As stated above, you cannot just riddle an article with keywords. Articles must also be regarded as good reading material. They should entertain and provide good information that meets the needs of readers. Articles should be well written with correct spelling and good grammar. If you want people to trust you, make your work interesting 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 can boost your reputation as an expert in your chosen field or topic. As more people believe in you, they're more likely to trust you and your products.

Linking Articles

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 forget to include a link to your site. A resource box with a brief description of your site should always be placed right after the articles that you have submitted. If people like your articles, they will most likely click on the link directing them to your site.

How to Create an Outline for All of Your Articles



You probably started doing it in junior high and expanded on it in high school. Then in college, it grew into more. But, no matter how many times a person has done it, writing articles tends to be a task many continuously avoid. Now, at a time when writing articles could help your business or work, facing the task at hand may be still stressful, and even, dreaded.

While there are a number of people who don't have this attitude about article writing, there are still those who would rather walk in piping hot coals than to write an article. What sets people apart from each other when it comes to article writing is: 1) being prepared, and 2) having some methods and procedures for writing articles.

One of the methods you can use to prepare yourself when tasked to write in article is creating an outline first. Creating an outline for all your articles makes you prepared. You have an idea of what to do first and a plan for your succeeding steps. Being prepared makes the job easier and helps it go faster. Being organized will help keep you focused and on task.

An outline can act as the design or blueprint for your article. This will guide you in creating the introduction, body and conclusion of your article. In creating an outline, you can also write down some of the ideas, and even include sentences, that you want to include in your article. This may be some of the focal points that help make your article creative, interesting and appealing to a reader.

A carefully planned and fully prepared project generally helps ensure a problem-free and worry-free procedure that can virtually go without any hassles. Creating an outline for all of your articles helps get you ready to breeze through the writing of them.

Here are some tips and guidelines in how to create an outline for all of your articles:

1) Do a couple of brainstorming sessions and jot down your ideas first.

Think of some ways to attract the interest of your reader. Designate a timeframe where you can write down all the ideas that you can use for your articles. Follow this up with research and information searching. Review and reread your ideas and notes, gain mastery and sufficient familiarity with your topic so that writing them down later on will be easy for you.

2) Decide on your sub-topic and sub-titles.

As you would write the first sentence for your article – one that would immediately grab the attention of your reader – you also need some as well for your sub-topics. Make sure you have all the facts that will support or go against your point.

3) Add the flesh and the meat to your article.

You have the framework or skeleton of your article, now it's time to write your paragraphs and to connect your sub-topics. This will form the body of your article. While the introduction will usher in the ideas of your paragraph, you will also need a conclusion. The conclusion will wrap up your points and emphasize what you are saying in your article.

4) Write a draft.

After you have stuffed your outline, you should write the first draft of your article. It's likely to take more than one attempt to write your article, but remember that it is called a draft for a reason. Your article can be updated and perfected as each draft is written, and this draft is meant for *your eyes only* so there's no reason to hold back. As you go on, you have a clearer view of the bigger picture and the detail that you want to include in your article.

5) Reread and reread what you have written down.

Always refer to your outline so that you won't drift away from what you had first written down. It's not hard to be caught in the moment and get lost in your writing frenzy. Your outline will help you keep on track. The time spent outlining your article will not go to waste. It will serve as your guide in writing articles. Trust and rely on your outline because it will prove to be a very useful tool in the writing of your articles.

5 Easy Ways to Get Your Creative Juices Going



Writing an article doesn't just mean putting thoughts into words and then typing or writing it. You have to capture the interest of your readers and get them to keep on reading. To get your message across, you have to get the attention of the reader, 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. While creativity may come natural to many people, others become blocked, or something to that effect, and drive themselves crazy. Many writers have literally torn their hair out when they get writers block and just can't seem to get their creative juices flowing.

Putting words into images in the reader's 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 essence of the article.

So just what can you do when nothing comes to mind? There are no surefire ways to get the perfect ideas, but there are easy ways to get your creative juices flowing. No one can guarantee you of having the perfect mindset, but many methods may aid you in achieving that state of mind. Here are five easy ways for that:

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. You must have a clear mind to have your creativity at its peak. Get rid of obstacles that can be a hindrance to your creativity. If you are bothered by something, you cannot force your mind to stay focused.

Try to relax every time that you can and think about your experiences and interactions with others. Your experiences are what shape your mindset and your opinions which could be reflected on your writings. Try to discover yourself, find out what triggers your emotions. Discover what inspires you and what upsets you. You can use these emotions to help you in expressing yourself and your ideas, and with this, you can grow creatively.

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

Your working place should be free of distractions that don'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 to getting into your creative flow.

Surround your working place with objects that makes you happy and relaxed. You may put up pictures, or scents, objects that inspire, or anything that can get your creativeness cranking. A clean and well organized workplace also gets rid of distractions and unwanted hindrances. With a good working place, you can work in peace and never notice the time pass by.

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.

There are many ways to set the mood. Some writers have been known to use alcohol, a little sip of wine to stir up the imagination. (We're not endorsing that!) Some like some mood music; while others let the lighting of the environment create the mood.

5) Go on a getaway and just do something unlike crazy.

Letting yourself go and having fun produces adrenaline that can make your imagination go wild. Take an adventure or a solemn hike. Whatever it is that is a change from your daily routine can get you out of your rut. In no time at all, your creativeness will make use of that experience and get your imagination going on overdrive.

What to Do Before Submitting To Article Directories



To all writers and non-writers out there, now is the time to start digging up those creative writing skills.

With modern communication technology comes the popularity of information-based (article and content) 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 so popular.

There are already many tools that people can use to make the process of distributing their articles easier. While invaluable in getting your articles more exposure, the content in your article needs to be worth reading.

Let's take a look at some of the most common mistakes that people make before submitting their articles 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 first figure out how to get people to read what is in your article, and then get them to 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 those same articles?

Mention keywords in strategic places. Just be sure not to overdo them. Some article writers even use anchor text, which are also an effective method, but it is important to know that the majority of the directories do not support them.

Remember that is not only about the links back to your site. Part of doing well with your article marketing is getting picked up by publishers with large audiences and gaining the ability to leverage other brands because of the quality of your work – which can also help improve your search engine results.

But these things do not necessarily 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 intend it to have – offering important or valuable information to readers.

3) Publishing content that does not help your readers.

Maybe in the process of writing articles, you are thinking that all that is 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 most effectively 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 to your website on a very basic level. Or you can enjoy far more exposure by taking the time to write quality content.

Also be aware that articles submitted on certain directories will need to be geared to a narrow group of people focused on a niche topic, whereas, other directories will be more general and geared to the masses. Learn the difference between these two, and it will help you know what kinds of articles to write and to submit.

Red Hot Tips to Get Your Articles Read



There are many people who dread having to *write* papers or articles. Many feel like it's too much work and that it all just goes to waste when no one reads them. To some people, *reading* articles seems like work too – especially if the article is boring and very bland. Articles are meant to be read – that's their purpose – to impart your message and information. If it is not read, then it *was* a waste of time and effort.

But all the same, articles have to be written to be read. It's a matter of making them interesting and readable. Writing a good article doesn't have to be strenuous and stressful, but there are just some points to be mindful of and some guides to follow. Once you get the hang of it, writing articles can be fun, as well as profitable, for you and your site.

Of course, your efforts should be on writing articles on topics that you know something about – if you have a website, you should be knowledgeable about a number of topics, markets, industries, etc. When you write about them, you shouldn't have a hard time because you already know what it is and what information is good to share. It's just a matter of making your articles creative and interesting.

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

2) Make use of numbers or bullets.

As each point is emphasized, 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 and getting stressed. 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 but still would be incorporated into one whole article. It would also be easy for the reader to move on from one point to another; the transition would be smooth and easy. You will never lose your readers attention as well as the point and direction to where the article is going.

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

If your title can entice a person's curiosity, you're already halfway there in getting a person to read your article. Use statements and questions that utilize keywords that people are looking for. Provide titles or headers that describe your articles content but should also be short and concise.

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 person's emotions and draw their interest.

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 in your point, just don't over do it. Driving your examples with graphic metaphors and similes would make 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 don't make it too formal, it should be light and easy to understand and flow.

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 on the Internet can be subdivided into groups, but generally, they are out to search information. Whether for gaming, social networking, business, fun or anything else, the Internet has provided us with information that has proved to be very beneficial.

Through 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 could be read by their website visitors and have links that could lead to many sites that are related to the topics and subjects of the articles.

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 on to link them to the site that has submitted the article. Of course the article topic should relate to the site's content. Let's say an article is about rotating the tires on a car; the resource box may lead to a link to a site that sells tires or car parts.

A resource box is usually found at the end of an article. It contains 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 in the article, they have the tendency to find out where the article came from and to read more. The resource box will be their link to the source of the article, and its content can 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 it's to drive traffic to your site!

Many sites would allow articles to be published on them 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 potential customers.

So what would be a good content for your resource box? Basically it is keywords.

It is important to learn what keywords people search on, and there are many tools on the Internet that can help you in determining what keywords to use – or you can hire an SEO Professional to do keyword research for you.

Resource boxes can also make use of all the creativity it can get. You only get a small space for your resource box so make the most of it. Try to catch the attention of your reader with resource box content that can make them give a second look. Unlike TV ads, you don't have visual aids to drive your point in. But, you do have the power of imagination of a reader. With the right content, you can make them think and intrigue them.

Another tip is to only use keywords that are related to your site. Do not mislead your potential website visitors. Build your credibility so that more people are 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 an impression. You only get one chance to wow them.

Never underestimate the power of the resource box. It may be small in size, but it is significant when it comes to 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 fits into 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 can be in making people click your link and be directed to your site.

If You Hate Writing Articles...



Owning, running and maintaining an Internet based business or a website requires fresh content and articles. Articles quench the thirst for information and knowledge that people have. Plus, articles provide many other benefits for a site.

The benefits that good articles potentially provide are:

- improving a site's ranking in search engine results for keywords and keyword phrases that pertain to or are relevant to the site;
- attraction to your website when reader's appreciate the information you've provided and click on the link to your site for additional information;
- increasing the confidence and trust levels of customers to your site and company.

Additionally, when readers like your articles, they may mention them to their friends, family and peers and recommend your site to them – potentially increasing the volume of traffic to your website. Getting this type of “qualified traffic” often leads to increased sales because your traffic trusts and believes in you, making your products and services easier to sell to people who know you know what you are doing and talking about.

OK. We have established that articles are very important to a website and to business. There is one dilemma though, not many people like writing articles.

Many website owners would rather spend their time on something else, and unless you're a big time company, you don't have the necessary resources to use on a pool of article writers. Plagiarism or copying of other articles is frowned upon and could easily get you into trouble; worst case scenario; a hefty fine and jail time.

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 and the resulting 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 it. You can place it on your site, name it as yours, put it in a newsletter; it's your decision. Always remember though that you should 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 will need to edit them to include more keywords and keyword phrases and to make them better and unique.

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

This would only be 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 the author's site. That's why it is important to have your own articles; you can use them to link your site from other sites as well.

Tip: To truly get the impact that a good article can deliver, go for original ones.

There are many article writers who do part time and freelance article writing jobs that charge only minimal fees. You can get good articles that have all the keywords and keyword phrases that you need and that people are looking for.

The investment you made for these articles can be worthwhile because you can use them to cover all of the benefits that your business or site offers. Additionally, you hold copyrights to them and you will be able to use them anyway you want.

As you see results from your articles in building your business and your site, you should continue to write and publish more articles. Maybe by then you won't find the task as painful!

Recommended Resources



This ebook was brought to you by:



We specialize in:

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- Internet Marketing
- Article Marketing
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