Internet Article Resource

Highly Targeted, Free, Traffic-On-Demand

by

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Introduction - Why Write Articles?

Writing and submitting articles is an extremely powerful method for promoting your website, product or service, employed by an ever-increasing number of website owners and webmasters. I've listed a few of the benefits you'll receive by submitting articles to the many article directories:

- **Skyrocket the incoming links pointing to your website** - Search engines love links. They use links to determine how "important" your website is. Search engines view each link pointing to your website as a "vote" and the more votes your website receives, the higher the rankings.

- **Dramatically boost your website traffic, sales and newsletter opt-ins** - When you submit articles to an online article directory your articles are picked up by other websites, featured in newsletters and sent out in ezines. This will create additional traffic and result in more exposure.

- **Gain "expert" status and become recognized as an authority in your field** - By publishing information-packed articles, you'll soon enjoy the status of being seen as an authority on your topic. This can lead to joint ventures and many other exciting opportunities that you would never have enjoyed otherwise.

- **Enjoy a flood of 100% free, targeted traffic for years to come** - Once you submit your articles and others begin using them, you'll enjoy a flood of free, highly-targeted traffic that will come rolling in and it won't cost you a dime. You'll never have to rely on search engines for this free traffic and you won't be able to stop it even if you try.

On the next page you'll meet a few of the traditional ways to promote your website and get those all-important visitors, before moving on to the meat of this ebook...

Methods Of Website/Product Promotion

Search Engine Optimisation

This is undoubtedly the most powerful internet marketing technique out there. Without question the people who make the most money, or get the most traffic, are those who are in the top five spaces in the google rankings for their particular category. In a perfect world you could get to the top of the google search engine with no money and very little effort. Unfortunately it doesn't work this way. These days you have to either be a SEO expert, or have enough money to be able to hire one, and believe me they don't come cheap.

So unfortunately, nowadays search engine optimization is only an option for the experienced or the rich. In any case, using this technique will usually take weeks or even months to show any real results. We live in a world where what used to take hours or days can now be accomplished in seconds. Impatience is programmed into us at birth and enforced through our early years. We want it now!

Pay-Per-Click Advertising

It was absolutely fantastic when pay-per-click advertising first came out. Those of us who got in there early were able to make a killing in our niche market. Yes it took a bit of work, but it was worth it. Qualified clicks to your websites were cheap yand if our sales letter was good enough you could do extremely well for yourself. How quickly things changed.

Whilst some people believe that pay-per-click advertising is still a hugely effective advertising technique, others disagree. BIG companies are now getting in on the act and they have the budget to pay a heck of a lot more than the one-person businesses that used to be able to profit from pay-per-clicks. And with so much competition out there, pay-per-click is yet another option that the average marketer would be wise to avoid.

The possible exception here is "Google Adwords". I don't know because I haven't tried it. Let's move on ...

Buying Traffic

Why, oh why, do so many of us internet marketers fall for these silly pie-in-the-sky schemes and software packages? We've all seen the adverts:

"100,000 visitors for just $47."

"Brand new software will get 1 million hits on your site GUARANTEED!"

Spare me! I know of one or two people who have tried this and trust me, NONE of them work. Yes you might get the amount of "hits" advertised, but they won't be visits and they certainly won't be from the kind of target market that will be interested in what you have to offer.

Link Exchanges

Now we're getting somewhere. Getting links back to your site DOES bring you a lot of traffic. And it will be good, qualified traffic too!

The only problem is setting up and getting all these links back to your site. You have to go through banner exchanges, link exchanges, set them up, sometimes even pay for them. So yes it works, but it IS time consuming and can be fairly costly.

In a perfect world you'd be able to get tens of thousands of links back to your site with little effort and no money.

Welcome to the perfect world ...

Traffic-On-Demand

<u>What Is Your Motive?</u>

Briefly, what do you hope to achieve from writing and submitting articles? Fame? Do you have a product to sell or an affiliate program to promote? Have you populated your personal homepage with strategically placed Google Adwords? Do you just want visitors for the sake of it?

We all need visitors. What's the point of creating a website if no-one knows it's there? I'm going to show you the best and most powerful way to increase the number of visitors to your website and it won't cost you anything except your time.

Think about this for a moment:

- Let's pretend that you own a website about fishing. You write an article about fishing and submit it to a couple dozen article directories. Most article directories will post your article within a couple of days, although some are so backed up with article submissions that it could take quite a bit longer. Within a week, your article is posted for all the world to see on almost all of the article directories that you submitted to.

- Along comes Bob, who likes fishing and is looking for information on the subject. He sees your article and thinks that it is very informative. Now, Bob has a website about fishing and he thinks that your article would sit well on his website, so he goes and copies it and places it on his website - along with the article resource box, which has links to your website, etc. Now, the people reading your article on Bob's website are pre-disposed to what you have to say, because if they weren't they wouldn't be reading your article on a fishing-related website.

- Bob also has a newsletter which he sends to his list once a week. There are approximately two thousand names on his list. In one of his newsletters he includes your article. In other words, he emails a link to your fishing website to two thousand fishing enthusiasts.

- Imagine the exposure your website would get if a hundred Bob's, or even a thousand Bob's, all came along and used your article!

- This example may be fiction, but the theory is sound. People all over the world are realising just how powerful writing articles actually is as a marketing or promotional tool. Forget about search engines and the like. Submit your website to Google and Yahoo and forget about search

engines for the time being. Over a relatively short period of time, you will have so many links back to your website that a higher ranking in the search engines is guaranteed. This in turn will bring even more visitors to your website, and so it continues ...

Choose A subject

This should be obvious. Write an article that is related to whatever it is you are trying to promote. If you are unsure on this point, read the above section "What Is Your Motive?" again.

Research Your Subject

Because of the internet research has become, to a certain extent, a matter of cut-and-paste. This is important though - never copy someone else's work! If you find information that you can use, re-work it and re-word it until it bears little resemblance to the original - make it your own.

Use a search engine to find relevant matches to your subject. You'll quickly find that you have enough information for several articles or more. Write about different aspects of your chosen subject. With the fishing example, write an article about specific types of rod, or the latest innovation in rod design. Another article might be about the best way to catch trout. And so on ...

Ensure that the quality of information you are harvesting is good. No-one wants to read rubbish. If your article is sub-standard with regards to the information it contains, no-one will pick up your article to include on their website or in their ezine.

How To Write An Article

Read other articles. Familiarise yourself with accepted layout, the length of the article, etc. Remember, though, that it is not the length of the article that matters but the content. Content is king on the internet.

Make sure that the grammar, punctuation and spelling of your articles is up to scratch. If your article is a labour to read, then no-one will bother. Have a friend or colleague proof-read it for you.

Don't make your paragraphs too big. Try to keep them around five or six lines maximum. Long paragraphs online are a major put-off to a lot of people.

You want to have a benefit or tip every two paragraphs. Start with your biggest benefit and work your way through. Simply write a few paragraphs with a benefit or tip to help your reader and you've got an article. Remember that people will

read your article to gain more knowledge about their subject, or what it is that interests them.

The Headline

This is perhaps the most important part of your article. The headline will, in most cases, be the thing that persuades people to read what you have written.

Your article is going to be light to read and packed full of tips and tricks. Your headline should convey this. For example:

- 7 Simple Steps ...
- 6 Things You Really Should Know ...
- More Tips To Improve ...
- 8 Big Reasons Why ...
- 10 Deadly [SUBJECT] Sins ...

As another example, here's an article I had particular success with:

- Four Key Points To Your Success Selling Niche E-Books Online.

It's obvious what that article is about. If you are interested in reading the article, click here.

Notice that I used "Success" in the title. Here are some other power words that you should try to include:

- Free
- Revolutionary
- Simple
- How/How To
- Want
- Introducing
- Wanted
- Magic
- Miracle
- Why/Reasons Why
- New

You can probably think of a lot more words, but you get the picture.

The Summary

This is simply a few lines to describe your article. Most article directories have a summary of the article content to go with the title, before the title is clicked on and the reader is taken to the entire article. I usually copy and paste a paragraph

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