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Traffic Starter Presents Article Marketing

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

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Thank you and enjoy your reading,

Wayne Sharer
Daniel Gonzalez
HMI Group, LLC

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**Traffic Starter
Presents
Article Marketing**

Article Marketing Explained



I spent 22 years in the Navy as an officer flying aircraft. When I decided to build a business with my business partner, Daniel Gonzalez, neither of us had a clue about how to create and online business.

It was my task to create the marketing methods to get an online income stream developed. One of the first ways I found of getting traffic was Article Marketing.

It's not necessary for you to be an expert writer, or even a good writer. The fact is, you can create an article marketing campaign even if you can't write at all. But you do need to know the mechanics of the strategy, and this is what this ebook is all about.

I had the fortune (if it is fortune) of having to write my throughout my Naval career. I didn't know what I was doing was really article marketing (we called it writing point papers). And it took me a full year to realize the connection between Article Marketing and writing point papers.

You will feel great relief over time as your Article Marketing efforts start generating continuous and long-term, highly targeted traffic to your blog or website. So it is important that you start right now, and get your strategy in place.

Article marketing is one way of promoting your, website, and product and it can be achieved for **FREE**. As an additional bonus, this "free" method can boost your sites and sales, doubling and even tripling your income.

Content rich, informative articles are 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 blog or 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, your income.

How can article writing boost traffic and income?

The article on the free content site contains a link to your own website. Readers, after reading your articles, may choose to click on the link and pay you an unexpected visit. Having them on the free content sites is also making these articles available to other webmasters who may wish to publish that article on their site.

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

As the list of your published articles grow larger, and more and more of them are appearing on different websites, the total number of links to your site increases also. 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 the search results.

If you site is into promoting a product or service, the links that your articles have achieved will mean more potential customers for you. 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 those who already have specific things they need on their mind but cannot decide yet between the many choices online. Chances are, they may stumble upon one of your articles, gets interested by the contents you wrote, go to your site and became enticed by your promotions.

See how easy that is?

Search engines do not just index the blogs and websites, they also index published articles. They also index any article that is written about your own website’s topic. So once someone searches for that same topic, the list of results will have your site or may even show the articles that you have written.

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 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 would want to know about. This can be achieved in the lightest mood but professional manner, with a little not-so-obvious sales pitch added. Use your own style, and don't worry about perfect grammar. Just provide relevant information.

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 the shortest span of time also, those are distributed to more sites than you can think of. Even before you know what is happening, you are getting more visitors 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, or have articles written for you, and you will be assured of the sudden surge in site traffic, link popularity and interest. Before you know it, you will 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 in today's websites and Internet based companies are immeasurable. They dictate a lot in the success and the drive of traffic into your site. It is a key element in making your site work and earn a profit. You, as a website operator and owner, must have the

good sense to include articles in your site that will work to earn the full benefits of good content, and targeted searches.

Articles have been known to be a powerful force in driving targeted traffic to your website. Articles are a factor in giving your site high rankings in search result pages. The higher your site ranks, the bigger slice of the traffic flow pie you get. With a huge targeted traffic flow, there are more profits and more potential for other income generating schemes as well.

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

Here are some tips to help you and assist you in making your articles. Below you will read about four things all articles must have to make it successful and helpful in making your site a profit earning and traffic overflowing site.

Keywords and Keyword Phrases.

Your article must always be centered on the keywords and keyword phrases relevant to your niche or niche product. As each website visitor goes to a site, there are those who are just merely browsing, and those that actually want a specific something. When a person wants a specific "thing," they usually go to a search engine and type in the keywords they are looking for (e.g. Toyota Camry, Meningitis, Tax Lawyer and Etcetera, dog shoes, barrel lampshades). It could be anything they want.

The Important thing is that you have an article that has the keywords that are related to your site. For example, if you maintain an auto parts site, you must have articles about cars and their parts. There are many tools in the Internet that provides service in helping a webmaster out 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.

=> Click Here for the [Best FREE Keyword Tool](#)

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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 two to five percent of keyword density in their content for

search engines to rank a site high in their search results, and not consider the article spamming. 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.

=> Click Here for Free [Keyword Density Analyzer](#)

Good Article Content

Like what is stated above, you cannot just riddle an article with keywords. They must also be regarded as good reading materials. 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. Your readers will be able to trust you and your products.

=> Click Here to [determine if You have Original Content](#)

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 back to your site**. A little resource box with a brief description of your site should always be placed right after your article that you have submitted. If people like your articles, and you craft your author's resource box correctly, they will most likely click on the link directing them to your site.

How to Create an Outline For All of Your Article



You had to write short essays in junior high or middle school. Then in high school, you expanded the lengths of these essays and reports. If you went to college, you probably even had to write complete chapters. Through this experience, you probably, like most, grew to hate writing anything! But now you're at a time when writing articles could help your business grow fast, and facing the job at hand you may still be faced with unfriendly behavior.

While there are a great number of people who do not have the same attitude in article writing as others, there are still those who would rather chew on needles or eject from a high speed jet, than do any article writing. What set some people apart from others in their attitude toward article writing is that they are prepared and have some methods and procedures to follow for writing articles.

One method you can use to prepare yourself when diving into writing an article is creating an outline first. Creating an outline for all your articles makes you much better prepared. You have an idea of what to do first and make and a complete plan for the subsequent steps. Being prepared makes the job easier and faster. Being organized will allow to be distracted, yet pick up where you left off. No quitting because you lost track of your ideas.

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. To get started, you can write down some of the ideas and sentences that you feel will look good in your article. This could be some of the focal point that could help make your article creative, interesting and appealing to a reader.

A reasonably planned and prepared project will guarantee a problem and worry free procedure that will move along without any hassles. Creating an outline for all your articles will get you ready to breeze through writing an article in no time at all. Here are some tips and guidelines on how to create an outline for all of your articles:

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