

Article Marketing Success



BY JILL OLDFHAM



THE JOURNEY OF WILL OLDHAM

BY JEREMY HADLEY

Even in Luteshild, Will Oldham's music is a journey. It's the Bonnie "Prince" Billy Day City Review that most doesn't usually come on the radio. And yet, the "Prince" reference is something of a wink, especially when you're talking about an artist who, for the better part of the last decade, has been a creative force in the world of indie, independent music. Perhaps, Oldham's recordings have changed names from Palace Music to Palace to Will Oldham to Bones "Prince" Billy Day's something of a journey just beginning with his music. But speaking with Oldham himself, you can help but see the distance across that it is all about the journey, despite however difficult. "It's so-called just to leave Oldham any of an upcoming tour in support of his latest release, *Major and Minor* (Dog City). Each album stage in Durango, Colorado, Mike's Coy's in Missouri, and Wally Walks or Spokane, Washington?"

"I like to be in places where we are, as opposed to just playing them," says Oldham. "It's about the making of the cities Oldham is going to be passing through, it becomes evident that he's more in more about being around these places versus being in them... looking at their road scenes more than something that's from above."

From his Kentucky home, Oldham feeds his enthusiasm for the road and travel with details. "I've been reading about these areas quite a bit. I've got a stack of books and maps I've been going through, knowing that someone there has been."

The stacks of books and maps, and Oldham's enthusiasm for the exploration of strange lands, results in a Bones "Prince" Billy Day record—titled the "98th District and Mountain Top"—most recently, crossing through areas known for their proximity to rural beauty than their distance from cities. Thus, on the

to the making of *Major and Minor*, says Oldham, was paramount. "We knew that we were looking for something of a new, I suppose you could say, produced sound. I thought Mark's work on the last Silver Age record was really incredible. And I think it gave us what we were looking for on the road, as well."

So, for the most part, even after a mounting of good reviews from *Major and Minor*, Oldham remains mysterious despite such professional career accomplishments. (Except, perhaps, in his already obscure world of indie rock that doesn't really rock, but instead rages and rolls slowly and loopy, at times heartwarming, at others times rather than hell.) Mysterious others worry about Oldham interview pitches because they wonder if he really gives a shit. And artists who know Oldham and have played with him admit there's a little in the dash. The statement is no accident.

"The people don't know much about me, that's by design," says Oldham. "I can't really agree really need to know what I do today."

Oldham's response hardly reflects a fear of intimacy. The one staple of Oldham's offerings has been a focus on intimacy. Personally, I've always imagined Oldham's music, harboring arrangements in the backdrop of a day spent carrying and exploring as he the music. Or perhaps just avoiding the cliché of touring all together. Which is something the thirty-three year old Oldham makes very clear.

"The great aspect of camping while on tour is that we have to leave the car fairly quickly. We don't have to go to some college after party. That's just what it is."

Which isn't all that surprising, considering Oldham's music has always reflected the personality of a musician not the least but experienced with the business of music. Much his

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Awards

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Dr. Robert W. Smith
 Dr. Smith, a professor in the department of obstetrics and gynecology at the University of Cincinnati College of Medicine, has received the 2006 Best Obstetrics and Gynecology Award from the American Society of Obstetrics and Gynecology.

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John Jackson, Rollen, Chairman and CEO of Jackson & Rollen, LLC, has been named as one of the 2006 Best Leaders in the Cincinnati area.

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TABLE OF CONTENTS

1. INTRODUCTION	4
2. HOW TO WRITE A GOOD ARTICLE	6
3. YOU'VE WRITTEN A GOOD ARTICLE - NOW WHAT?	8
4. A FEW WORDS ABOUT ARTICLE DIRECTORIES	11
5. MASS SUBMIT OR SUBMIT TO A SELECTED FEW ONLY?	13
6. FINAL CONCLUSIONS	15

ARTICLE MARKETING SUCCESS

1. INTRODUCTION

If you are not completely new in the world of Internet business, you have surely heard about Article Marketing. This report is for persons who don't know so much about it but also for those who want to become proficient at it and take their businesses to the next level.

Before we actually go and talk about the benefits of writing articles and the proper way to conduct your Article Marketing business, you need to know one thing: online success can be achieved, it's just a matter of will and determination. Nothing can stop you from reaching your goals except for yourself. I wanted to get that out of the way as soon as possible for two main reasons:

- Some of you may still have doubts about the possibility of building an online business;
- Those doubts would have stopped you from clearly understanding what this report is all about.

So, if you are armed with confidence and faith, you are prepared to take your skill to the next level. You need to know that I will be explaining some terms which may be unfamiliar to you. These terms are in from the fields of SEO (Search Engine Optimization) and Internet Marketing. However, you will have to look for answers elsewhere also. It is up to you to get informed and good at this. So, if you are a complete novice, you already stumbled upon a term which may be new to you.

Search Engine Optimization is the process of structuring and promoting your site in such a way that when certain terms related to your field of activity are queried on the search engines (Google, Yahoo or MSN being the most important ones), your site appears as high up in the SERPSs as possible.

SERP comes from Search Engine Results Page and it is pretty much self explanatory. For example, if you search for the term “bicycle” on Google, the results ordered by importance form up the SERPs.

But what does Article Marketing have to do with SEO, SERPs, and other confusing terms? Well, if you are a beginner, it may all sound very confusing indeed. However, bear with me and it will all be explained. Now let me tell you a little secret, and make sure that you remember this:

Article Marketing is one of the most successful and cost efficient methods of promoting your online business.

Now, as some famous gurus would say, read that again and understand the statement. What are the most important features of a good advertising campaign? Firstly, it has to be successful, and secondly, it must be cost as little as possible (like anything else when you are doing business). Now, while the success of Article Marketing will be proven throughout the report, about the cost I have one thing to tell you:

It can be free!

That’s right, you read that well. If you really don’t want to spend any money, you can do Article Marketing without paying a dime. Of course, you can buy tools that can make the job easier if you want. But it is probably one of the few fields where not buying those tools will not affect the results for the worse. In Article Marketing, the tools you may use will save your time indeed, but they will not make your campaign more effective. That’s also because you’ve got this special free report at your disposal that is going to teach you how to conduct your Article Marketing campaign the right way 😊.

2. HOW TO WRITE A GOOD ARTICLE

The fact that many Internet Marketers don't correctly evaluate the potential of a properly conducted Article Marketing campaign is a certainty. The feedback that a well written article can produce usually translates into money in your pocket. Every business needs visitors, and this is even more the case of Internet businesses, which can't survive without having visitors to their sites.

Article writing, as many SEO specialists will probably tell you, is an excellent source of traffic for your site. There are many very good article directories available out there, and it's recommendable that you submit your articles to as many as possible, if you want to maximize your traffic potential. They will help your traffic, your link popularity, your image, etc. The question is: what makes up good article writing?

First of all, you need to know that even article writing itself is a good source of income for many ghostwriters out there. However, if you don't want to spend the extra money, you can choose to create your own articles, if you think you have at least a slight inclination to it.

Article writing is often referred to as **content writing** also. This is because you must build your articles on the skeleton of your own web site, focusing on specific **keywords**. For example, if you have a site about scuba diving, you will want to create articles about best scuba diving locations, scuba diving equipment, and so on.

These are called keywords, and your articles must incorporate these specific keywords related to your chosen field of activity. Also, you must remember that you can't make your articles too rich in keywords, or they will be considered spam. The keyword density is better to be kept under the 10% threshold.

Then, your article writing must be clear and it has to inflict the readers with a feeling of trust towards the writer. Your readers must perceive you as an absolute professional in your field, because that's what you are. So, your articles must be **professional**.

The article structure must be made out of **medium length paragraphs**, much like you see in this report. Too short or too long paragraphs will make your readers lose focus, whilst keeping them in a decent amount of lines range will make your readers be able to concentrate on your writing only.

Try to **avoid grammar mistakes** for as much as possible. This will be negative publicity to you and this is the last thing you need. Your typing software probably has spell checking capabilities, so make sure you run a spell check with it. After that, read your article one or two times more to make sure it is OK.

Unless you know what you are doing and really want to make a point, **do not use capital letters**, because that can be very annoying. Use them solely with the purpose of capitalizing the first letter of a sentence or name. Don't write entire sentences made of capital letters only, or you will make your readers angry.

Last but not least, try to establish a connection with the reader. Talk to the readers as you would talk to your friends, and treat them accordingly. If you manage to build trust, you have won half the battle.

As everything, you will learn to write professional articles as you compose more of them. There are some unwritten rules that you will discover yourself. As your experience in sending articles to article directories grows, you will learn to become an expert in article writing.

3. YOU'VE WRITTEN A GOOD ARTICLE – NOW WHAT?

Just writing an article, as you would have probably guessed by now, is not enough. You will need to add the final touches, like incorporating a good bio box and submitting it to article directories.

The great majority of the article directories will allow you to place a resource box, in which you can say something about yourself and your line of work. This is maybe the most powerful tool you have at your disposal, because a properly formulated resource bio box is able to bring visitors to your website and even transform them into customers.

This is why you need to think about what you are going to say in that bio box. You will be usually restricted to 250 characters, so use the wisely. Make sure that the sentence in the bio box is intriguing enough that will make readers click through.

So let's assume that your article is about dog food (although it's probably better if you make it more specific, if you want to have high search engine placements for the particular keyword). Anyway, what would in this case be a good resource box that is going to transform a reader into a visitor or even buyer?

“Get the best dog food for your pet”

Well, this is the first version, and it's not even close. Why isn't it? To put it simply, it's boring, and it doesn't have anything interesting to say really. This is the kind of advertisement that people like you and me are “programmed” to ignore. This is definitely not going to produce many clicks, or what's worse, any interest. However, you would be surprised about the great number of people that use this type of formula in their resource boxes. Now let's try a little bit harder.

“Your dog deserves the best treatment, including the best dog food. We provide it for you.”

We got a little bit closer. This formula is way better than the first one, however, there's still something missing. It has a strong point because it addresses people's sensitivity towards their own dogs' happiness. We need to keep that into our bio box and take it one more step further. Now let's try it again.

“We know how much you love your dog and that you want the best dog products, including the best dog food. Find out how we've managed to make thousands of dogs happy in our 8 years of experience”.

Now this is a very good bio box, and it could be even better if I knew a bit more about dogs and how to make them happy 😊. However, since you are in the field you are writing about, you will know best how to touch a sensitive string in the reader's mind. What makes this last bio box better than the previous ones?

- it touches a delicate matter of the subject, it has a sentimental approach if you will;
- it is a call to action, and it is very subtle in the way in which it makes the reader want to know more;
- it points out the professionalism of the respective individual/company.

Make sure you identify with the reader, with your niche's needs, and also make sure that you incorporate the above three points into your resource box and you will be fine.

However, the article is still not ready for submitting. There's just one more little thing that you need to think about: the links. Remember, articles are not only for quality targeted traffic to your website, they are also meant to increase your link popularity.

Depending on the article directory you are submitting to, it may or may not allow you to place links in the body of your article. However, almost all of them allow you to place links in your bio box, so that's a given. The conclusion? You will need to place 2 or 3 keywords in your resource box and link them back to your site.

For instance, in the case of the hypothetical dog food article, you would have the resource box as mentioned earlier. From that resource box, the related niche keywords that can be linked back to your website would be: “dog products” and “dog food”. How can you link them? Well, this is where some basic HTML is needed.

If your site would be something like www.xyz.com, how would you link the word “dog food” from your bio box to it? In HTML, the command is:

```
<a href="http://www.xyz.com">dog food</a>
```

Make sure you write it like that in your bio box, and this will make the keyword “dog food” link back to your site. So, overall, you will want to submit the resource box this way:

We know how much you love your dog and that you want the best dog products, including the best [dog food](http://www.xyz.com). Find out how we’ve managed to make thousands of dogs happy in our 8 years of experience.

This will link a single keyword, “dog food”, back to your own site. If you want to make more keywords link back, you simply apply this line of code to them in the same manner.

Now, there’s one more thing that needs to be pointed out. Some article directories will also allow you to place links in the body of the article. You should take advantage of that, and link three more keywords from the body of the article back to your site. However, make sure that you check out each article directory’s policies, or they will not accept your articles.

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