

# Article Marketing Secrets That Produce A Successful Online Income

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## Table Of Contents:

Chapter 1: Powerful Article Writing Strategies for Exploding Traffic and Link Popularity.

Chapter 2: Online Articles - Get Traffic

Chapter 3: Publish Articles for Profit

Chapter 4: Six Reasons Why You Should Jump Into Article Marketing

Chapter 5: Secrets of Article Publishing Success

Chapter 6: Reap Benefits When You Submit Articles for Niche Marketing

Chapter 7: Pointers When Aiming to Earn From Article Marketing

Chapter 8: Quality And Keywords: How To Strike The Perfect Article Balance

Chapter 9: Questions and Answers about Article Marketing

Chapter 10: Seven Benefits of Niche Article Directories

Chapter 11: Submit Articles Here There and Everywhere - Boom! Top of the Search Engines.

## What You Will Find In This eBook

In this eBook we will discuss strategies and important concepts needed for successful article marketing. This information can only be found here and will put your business in overdrive from simply following the time tested proven strategies found in this eBook. These are by no means all inclusive and more can be found on by blog but the ones found are the cornerstones of article marketing and will definitely put you on the road to success in article marketing.

## Chapter 1: Powerful Article Writing Strategies for Exploding Traffic and Link Popularity.

One of the most discussed topics today is Article Writing. Many Webmasters are jumping into the bandwagon and are trying to revive and reinvent their old writing talents to good measure.

It is a known fact that there are several benefits in article writing and submitting articles to article directories. The main objective of most webmasters is to obtain one way links, thereby increasing Link Popularity and to generate Targeted Traffic.

**NOTE: Success is much easier to achieve when tried and tested strategies are adopted.**

Given below are such strategies, if adopted they will have a tremendous impact in Boosting your link popularity and Exploding Targeted Traffic to your website.

1. TOPIC: In article writing the most important thing is to choose the right Topic. Though you might be very knowledgeable in sports it makes no sense writing an article on sports if the theme of your website is Home Based Business. Choose a topic related to the theme of your website. If you find it difficult to choose a topic, then visit some of the Forums and see what popular topics are being discussed and select one related to your Home Based Business theme.

2. TITLE: Have a Powerful Killer or Catchy Title that will immediately grab the attention of the Audience (much like this one did to get you to read it). Success or Failure of your article is to a great extent dependent on your title. It is worth spending quite some time over this very important aspect.

3. INTRODUCTION: The Introduction has to be very compelling. So write an Introduction that is Concise Powerful and Absorbing. It should be such that the reader would want to continue reading the article right up to your Resource Box.

4. CONTENT: Good Content is what the reader is interested in. Keep in mind the popular saying "Content is King". Your article should be of high quality, thought provoking, Informative, Precise and Accurate. Articles written sincerely from the heart are greatly appreciated and accepted by the audience because they realize that you are trying to be helpful and before long a rapport is established between you and the audience.

5. KEYWORDS: Key Words play a very significant role in article writing. The awareness and success of your articles is greatly dependent on your key words and where you place them. The keywords should be judiciously placed in the Title of your article, in the Introduction paragraph, in the Concluding paragraph and in the main Body of the article. It should not interrupt the flow of the article, being excessive can be seen as keyword stuffing.

6. RESOURCE BOX: One of the main purposes of article writing is to obtain a one way link and generate traffic to your site. For this the Resource Box is of utmost importance. Place a resource box at the end of the article with a very brief description of yourself or your product along with your name and URL. Double check your URL since this is your life line for both your link and traffic.

7. ARTICLE SUBMISSION: Having written a good article you now have to submit your article to various article directories and submission sites. All of them have their own submission rules. It is important that you study them before submitting your article. Failure to do so will mean that your article may not get published and all your efforts will be in vain.

That's it. Follow this strategy in your article writing and you are assured of a surge of targeted traffic and increased link popularity in the major search engines. In addition and more importantly you will soon be accepted as an authority and expert in your field. Isn't it wonderful!

## Chapter 2: Online Articles - Get Traffic

Online articles may be the single best way to get traffic to your web site. Writing articles and submitting them to free article directories is certainly one of the least expensive ways. To make it work, though, you have to be persuasive.

Maybe you wonder what persuasive writing has to do with articles. You're not exactly selling something with an informative article, are you? Actually, you are. First, you have to persuade the reader to keep reading until he gets to your link at the bottom.

Then you have to give the reader a reason to click through to your site. Use the following tips to get more traffic by writing persuasively.

## Persuasive Online Articles

1. Keyword optimized headlines: "How Much Can You Make This Year?" will get more readers than "Make More Money," but only if people find the article first. "Get Rich Writing Simple Articles," might have been a more attention grabbing headline, but I used "Online Articles" because that is a keyword phrase that people are actually searching. Of course, if you can use good keywords AND eye-catching headlines, it is even better.

Another way to have the best of both is to write the article twice. First write it with a good keyword-optimized title, and then re-write it and submit it again with a more catchy title. Paint a picture in seven words or less, if you can. "A Thousand Dollars Fell Off My Table," might lure them in. Titles with, "10 Ways To..." or "Avoid These Six Mistakes..." or "How To..." in them, are popular too.

2. The article description: Many article directories require a description. This lets the reader know what the article is about, and hopefully convinces them to read it. Hinting at things and leaving the reader wanting more can help: "If you're making these errors, you're losing money every day. Learn to avoid the most common optimization mistakes."

3. The article body: You should write in your natural style, or, if you haven't yet developed one, stick to easy "top 10" types of articles. Keep paragraphs short, or readers will lose interest. Hinting at incompleteness can also help to get readers to visit your site. Instead of, "Here's how to write articles." Say, "Here are a few of the techniques I use to easily write new articles." You want them looking for the other techniques - on your site.

4. Use subtitles: The use of subtitles and headings breaks up an article, making it easier to read. Subtitles also help to optimize an article for search engines, if they contain good keywords. You'll notice I often use subtitles, like the one coming up...

## Online Articles - The Resource Box

You write online articles to get traffic, which you get from the link in the author's resource box - if the reader clicks on it. Invite them to do so and never just put your name, achievements, and a link. At the very least say "To learn more, visit..." or something similar.

My most successful resource box is for my real estate site. It reads, "Steve Gillman has invested in real estate for years. To get a free real estate investing course, and see a photo of a beautiful house he and his wife bought for \$17,500, visit <http://www.HousesUnderFiftyThousand.com>" The resource box is what online articles are all about. Below, you'll find another one that has worked well for me.

## Chapter 3: Publish Articles for Profit

Want to know a quick and simple way to earn money from Google AdSense and other affiliate programs? Find out how you can set up a content rich website business by publishing other people's articles.

### Content rich websites

Everybody has heard the phrase 'content is king'; browse any marketing forum and you will be told repeatedly that the best way to receive search engine traffic and link referrals is to publish plenty of good quality content.

However, writing articles can be a time consuming process, especially if you're holding down a full-time job and your website is a part-time business. Can you realistically build a 50, 100 or 200 page website of quality content in a short period of time?

So why not supplement your pages with articles written by other people?

### Finding articles to re-print

Fortunately there is no shortage of authors eager to allow other people to publish their articles. It is a great form of public relations, allowing the author to demonstrate their knowledge of a particular subject.

There are also a number of 'middlemen' on the scene. These are directories where authors submit their articles, allowing people to browse through and find suitable content. Some of these directories are vast, containing 1000s and 1000s of articles for your use.

Finding articles to re-print is very easy, simply go to your favorite search engine and enter terms such as 'free re-print articles' or 'free website content'. You will soon come across a range of article directories.

### Using re-print articles for your website business

There are a number of ways to grow your existing website or even set up a new business:

#### Knowledge directory

Many companies that own a website do not use them to their full potential. Normally the site will consist of basic information about the company, the products or services on offer and contact details.

Adding a knowledge directory of relevant articles would provide a level of added value for customers, encouraging them to return to the site frequently and generating more business.

#### Running an e-zine or company newsletter

An extension to the knowledge directory would be to build up a mailing list of regular customers and send a newsletter to update them on new articles, plus news on new products, services and promotions.

Many people run e-zines and simply find high quality re-print articles that they know their readers will be interested in. Using other people's content provides them with the time to build their mailing lists and find more companies willing to advertise.

#### Network of niche websites

'Multiple income streams' is a big internet marketing buzzword. This is the practice of setting up a number of websites targeted at different niche markets, each generating an income that when combined with the others become quite substantial. The advantages of niche websites being that it is easier to dominate a very small market, whilst spreading your risk; however a high level of resource is required to create the content for each niche site.

Using free content it is possible to set up and promote a network of websites, each consisting of 30 - 50 pages, within a relatively short space of time. Each site would be used to promote a relevant affiliate

product and host Google AdSense or Yahoo! Publisher Network adverts for additional income opportunities.

### Search engine marketing

Free content can also be used for search engine marketing. The more pages that you have on your website, the more opportunities you will have to be found for a greater range of key phrases. Effectively you are casting a wider net to increase the size of your catch.

Search engines like websites with plenty of pages, as they perceive them to have a greater authority on a particular subject. Just do a search for a competitive key phrase and it is likely that the sites that come up at the top of the rankings will consist of a high number of pages.

Search engines also like websites that are linked to by other sites. By populating your knowledge directory, e-zine or niche network with high quality content, you will be creating resources that other people will be keen to link to.

Go build it

So why not take advantage of this great marketing opportunity to build your online business.

## Chapter 4: Six Reasons Why You Should Jump Into Article Marketing

If you are working to become a successful online entrepreneur then you have probably already tried to increase traffic and generate sales through search engine positioning and pay per click advertising. Have you also tried article marketing? Article marketing is the strategy of writing articles related to your business and publishing them on other websites and in the e-zines of complementary companies with a link back to your site. This form of online promotion is a very effective way to build traffic and boost sales. Below you will find the main ways that article marketing can benefit you.

1. **It is your best way to get known as an “expert” in your field.** Why should someone buy from you and not from one of the thousands of your competitors that are also online? The few lines that you write in your “about us” section of your website may not be enough to set you apart from the others. However, if your potential customer sees your name on well-written and informative articles appearing on several websites around the Internet, then she will regard you

as an expert in your field. The more you publish, the greater your recognition will be and the more your reputation will be enhanced.

**2. Informative articles build trust in your ability to provide a good product or service.** If you are selling online your most important asset is to be seen as knowledgeable and trustworthy. When one of your articles is selected by another publisher and placed on a website or included in an e-zine, that publisher is in effect endorsing you. This kind of endorsement will impress the readers of those articles and they will feel more confident in doing business with you, especially if your article is published in an e-zine or on a website which they already respect.

**3. Your articles help to “pre-sell” your products and services.** It is the quality of website traffic that counts, not necessarily the quantity. The best kind of traffic you can get is from people who have read one of your articles, and have liked what they have read. These web visitors come into your website with an eagerness to know more and are much more likely to buy something from you than someone who comes onto your site “cold” or without any introduction to your ideas.

**4. Article writing is a great way to generate content for your e-zines and your own website.** Although you can look at article marketing as an outreach activity designed primarily for publication elsewhere, you can also use these articles in your own newsletters and on your own website. Keeping in touch with your customers and clients through a regular newsletter is an important part of doing business online. However, you need a steady flow of good material to really be successful. If your articles are good enough to be published on someone else’s website, then by all means publish them first in your own newsletters and on your website.

**5. Articles published on other sites help to build one-way links to your website.** Link building is one of the keys to making a website successful, but, as with traffic, it is the quality of the links that matter, rather than the sheer number. Each time one of your articles is placed on another website, you will get a link back to your site. These are one-way links because you did not have to trade links to get them. Usually these links come from pages with fewer outbound links than the standard link pages where your link is usually placed when making a reciprocal arrangement. One-way links coming from pages with few outbound links help to build Page Rank more effectively than reciprocal links.

**6. You can generate a lot of money from articles that are published elsewhere.** I am conducting an online business from one of the most unlikely locations on the Earth, Albania. Despite this handicap, I have had people call me up on the phone and go on to order thousands of dollars’ worth of services. All of this has been the result of articles about website promotion and search engine optimization which I have written and published over the past few years. If I can do it from Albania, think of what you can do from your place.



For additional article marketing and affiliate marketing information  
<http://articlemarketingfreetrafficincome.blogspot.com>

## Chapter 5: Secrets of Article Publishing Success

When including links to your web site within your article, make sure those links are working! Each directory you submit to may handle it differently. Some will convert them automatically to a live link, others you will need to add the html to the link to make it live. When your article gets republished the link may not be live, defeating the purpose of trying to increase your back links.

If someone can't click on it and go to your web site, what advantage is it to be writing and submitting articles? You should always add your web address in your bio or "about author" starting with http:// that way even if the link is not live, someone interested in going to your site could always copy and paste it into their browser. Always preview your article to check to see if it is formatted the way you want it to look and check your links! Revise it as needed.

**The importance of choosing the correct category:** If your article is about marketing, why would you want it in poetry? It is critical to your article success that you choose the correct category for several reasons. It will group your article together with similar articles. This helps the search engines find "relevant" content. It helps users who are looking for new content to find your article. It can speed up the submission process by helping the directory owners. Some article directories have rss feeds for each category. Subscribers and rss feed directories will be notified when that category is updated, thereby increasing your article exposure.

**Take advantage of all that each article directory has to offer:** Each one is different but they may offer some valuable features that you may not be aware of. Always create a clear, concise summary. Add keywords if available. In your profile, you may be able to create several links to your websites. These are links that will stay with the article directory and be spidered by search engines. You could easily add 50-100 static links pointing to your website this way (which is in fact a very important part of using article marketing in the first place).

If you need new ideas for writing articles, check out each directory for their most popular articles. See how other authors are structuring their article and what topics seem to be the most popular, this is always a great place to research and find good ideas for your next article. This will also give you a good idea on what people are looking for. Continue to submit to as many article directories as you can. There is success in numbers.

## Chapter 6: Reap Benefits When You Submit Articles for Niche Marketing

Niche markets are small specific markets. Individuals or businesses are grouped together for niche marketing if they share similar interests or needs. For instance, females who play golf can be considered a niche market. Reaching as many people in the same niche is necessary to making your small business work. However, if you are an online business start-up, finding your target audience may be challenging in the beginning.

One way to quickly finding your target audience is if you submit articles to article directories as a way of marketing. People reading your articles on a niche topic and who clicks through on the author's resource box to your website are likely to be your targeted audience. If you are female but don't play golf, you would probably not be reading an article that teaches on getting the perfect golf swing. However, a female that does play golf is more likely to read one with a topic that says "How a Female Golfer Can Improve Her Distance". As you can see, finding your prospective customers in this manner reaps much direct benefits. A good marketing strategy is one that involves focusing your articles on sharing information whilst your site (via a winning sales letter) does the job of converting the targeted audience to clients.

It is important, therefore, that when you submit an article, you should look for article directory sites that will be visited by your niche market. If the article directory site is a general one, then ensure that you submit your article to the appropriate category.

Writing articles entails some knowledge, but you do not have to be an expert writer. Your article should be focused on solving an issue or problem for your reader. For article topics, think of common questions that are likely to be asked regarding that niche business. Using keywords that

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