

# ARTICLE MARKETING *Influence*



A Step-By-Step Guide In Lessons On How  
To Become More Influential In Article Marketing  
To Gain More Traffic

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# INTRODUCTION



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# Introduction

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**Everyone wants to promote something these days. Trying to accomplish this for free is another story altogether, but it doesn't have to be.**

One method for promoting your business or website can be accomplished for free through what is known as article marketing. This free strategy can help with traffic, sales and add additional rewards such as building your influence and authority in your niche.

One of the most effortless approaches to gain traffic and new customers to your site is to write articles and submit them to article directories such as EzineArticles or even HubPages (just to name a couple).

You might be wondering if you didn't already know, how do I get traffic to my website if I'm writing articles for other websites?

What you do is write articles related to your niche, business or website. Once you do, simply submit them to article directories. It's easy to do and only takes minutes in the submission process. Every article you'll be able to place a link within the article or within the resource box below.

This is where you place your website link. This will increase traffic via your link, increase sign ups and bottom line increase sales, whatever your objective is.

By doing this you're giving the opportunity for other people to publish your content on their website. When they do this your article goes viral since the article will contain your link, therefore linking back to your website. Anyone who reads your article on that site and are interested in what you've written will click on your link to pay you a visit.

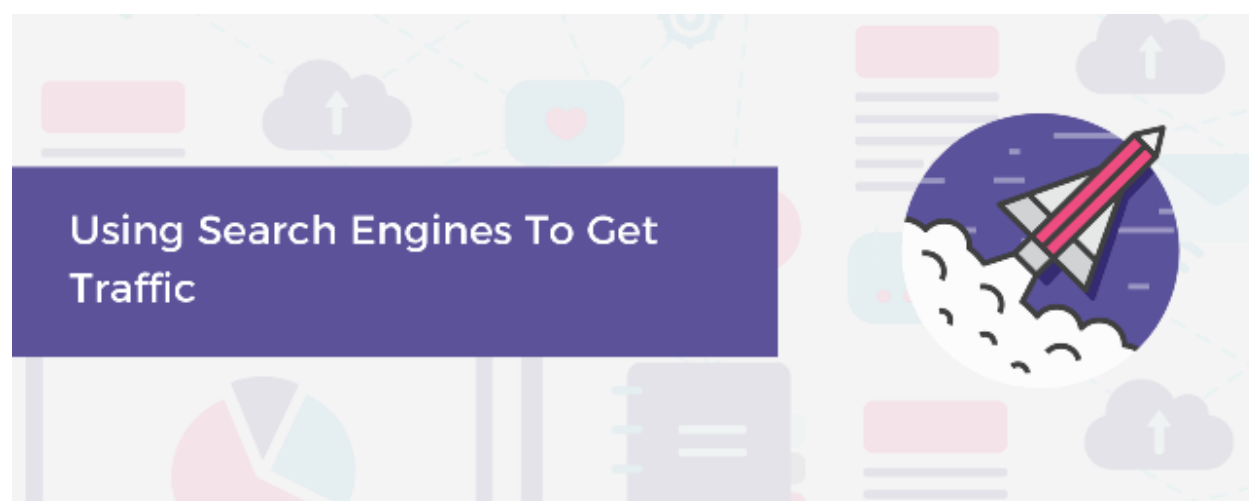
As this article of yours gets published across the internet more and more, it's going to start appearing on a bunch of different websites. By doing this, the number of your links increases too. This is a great practice for SEO reasons as search engines are going to start indexing



those links and putting more significance on the incoming links to your website. This will help the search engines determine the importance of your site.

If you're promoting a product or something your selling, then those links to your article mean more potential customers. Even if the visitors just pass through and don't purchase anything straight away, they might bookmark your website and come back later to make a purchase.

Likewise, the individuals who already have specific things they require on their thoughts yet can't choose between the numerous decisions on the web. Odds are, they may discover one of your articles, gets intrigued by the content you've provided, go to your site and move towards becoming allured by your services, products or whatever your intentions are on your website. See how simple this can be?



## Using Search Engines to Get Traffic

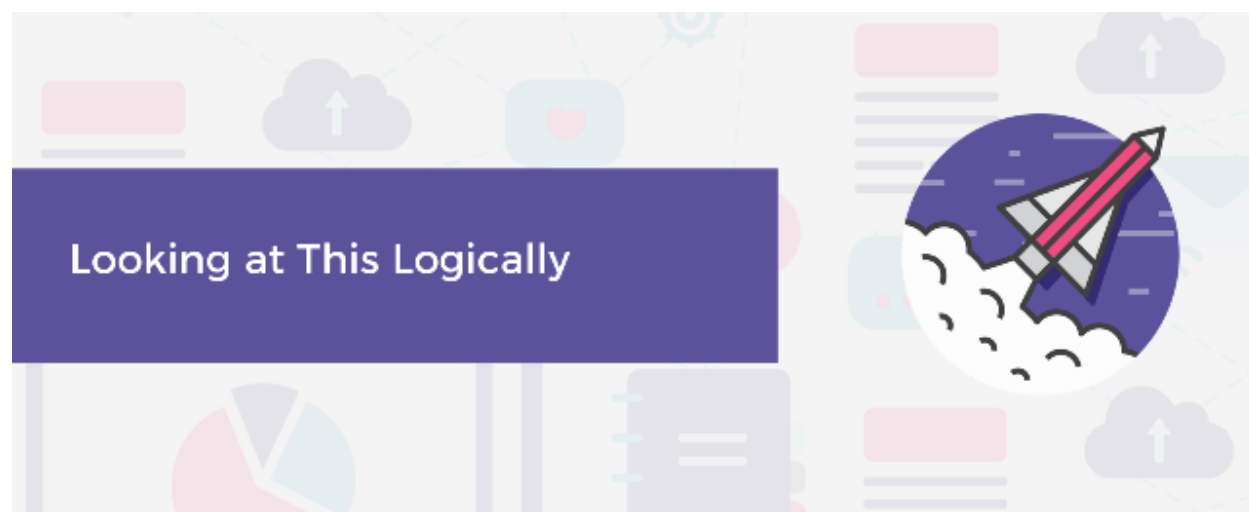
Search engines such as Google and Bing don't simply index your site, they also index your articles to get people to come and read them. So when anyone searches through these search engines for any particular topic, the results will show up within their results and even show you the article you've written.

What's more, to think, there was no effect on your behalf getting new visitors to your site. All you did was simply published an article and the search engines did the rest.

It is no big surprise why numerous websites are suddenly writing articles and setting aside the opportunity to write more articles about their offers, products or niche for promotional reasons.

Getting their website known makes it even easier by creating articles to expand their connections and movements making it available for visitors seeking this information on the internet. Since many individuals are not currently taking their business on the internet, having your website indexed by the major search engines through your articles is one method for telling them about you and your business.

The good thing with articles is that you can write on things that individuals would need to think about. This can be accomplished in the lightest state of mind, however, proficient way, with a little evident attempt to close the deal included, on whatever it may be.



### **Looking at This Logically**

Just a couple of minutes of your time is spent on composing an article and submitting to free article directories. In the briefest of time, your articles get distributed to many other sites, more than you can

consider. Indeed, even before you recognize what is going on, you're getting a bigger number of visitors than you beforehand had.

If you think you're wasting your time composing these articles, then think again. Think about the sudden consideration and intrigue that individuals are giving your site, your items or even services, whatever it may be.

Give it a go as you have nothing to lose and everything to gain. Before you know it, you will double your traffic, conversions, sign up rates and profits. The bottom line is getting extra traffic by article marketing, which has created an extra benefit to you, which is simply free.

## CHAPTER 1:

# ARTICLE MARKETING... WHAT IS IT?



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# Chapter 1: Article Marketing... What Is it?

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**When you create valuable information from your knowledge, then you're wanting to get benefits from it by sharing your expertise with others.**

One of the best ways to do this is to write short articles on any topic of your niche, blog or your website. By doing so, you can then offer these articles to other websites by submitting them to article directories.

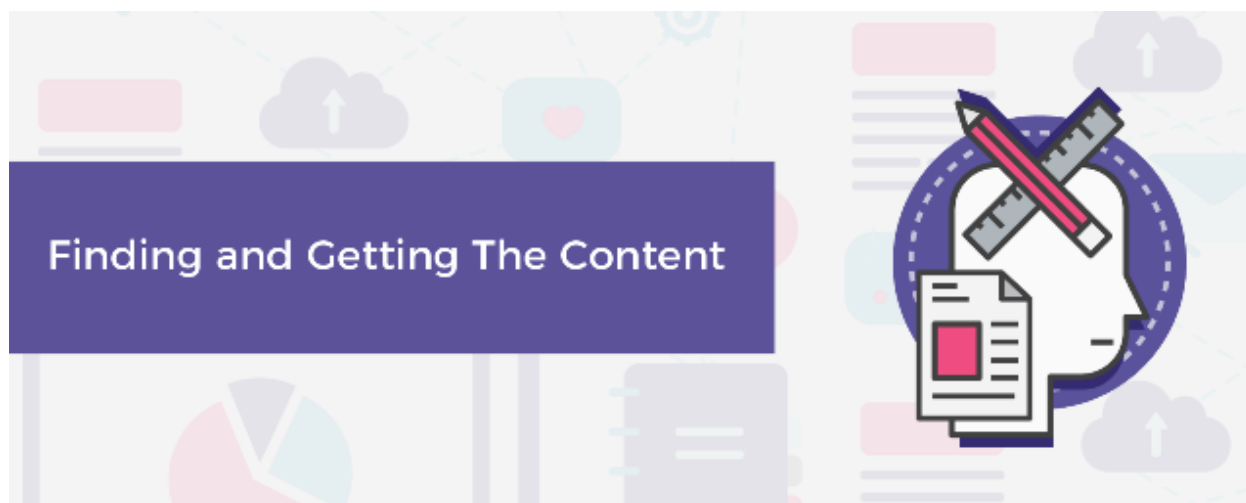
A great thing about submitting your content to article directories is that they get indexed by search engines, regularly. Not only this, but you also gain extra exposure when others copy your articles to place it on their blog, website or newsletters etc.

By letting others reprint your article, there also copying your link within your bio or resource box. Because at the bottom of every article you submit or even within the article body, you have added a link to your website.

Not only will you gain visitors, but you will benefit from the hyperlinks that are created. This tactic is the fundamentals of what is called 'article marketing'.

**Two key factors to be successful in article marketing are the following:**

- Make sure you are always writing high-quality and keyword optimized articles.
- Always write and submit articles to article directories on a regular basis.



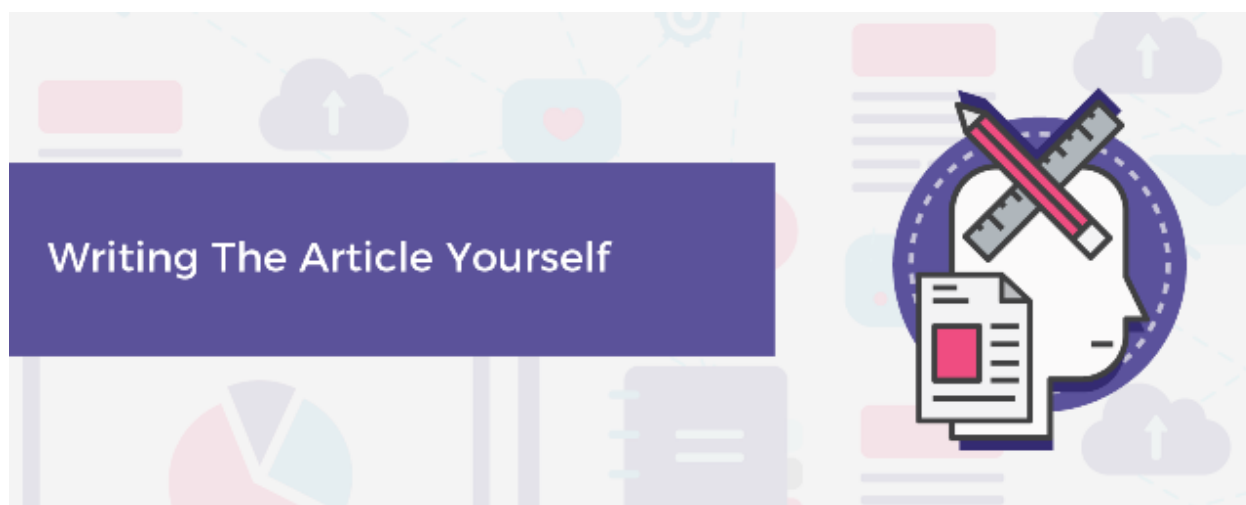
## **Finding and Getting the Content**

There are 3 main sources for you to get the content you need. They are:

- Writing the article, yourself.
- Getting someone else to write it by outsourcing it.
- Using private label rights or commonly known as PLR.

There are pros and cons to each source but by using a combination of sources you can leverage the pros of each source and make do away with their cons.

What you need is the pay so there is no time to waste. In choosing any or a combination of these methods, the fundamental consideration should be your time, budget and ROI.

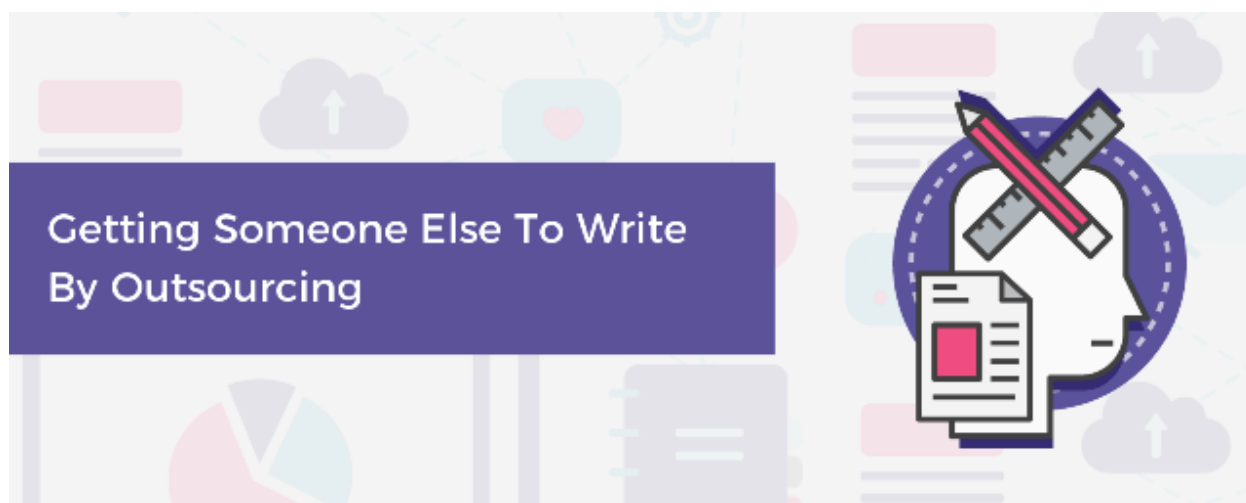


## **Writing The Article Yourself**

Writing content yourself is not only the least expensive method but allows you to reflect your personality and your style of writing in the content. There is no doubt that customers would want to be loyal to an author that follows a particular style of writing than those that does it haphazardly.

Writing content yourself can also be beneficial when writing about a topic where you have professional knowledge about. However, you know that you're in business and it doesn't get any better releasing one article for a whole month.

You may have a fluctuating number of loyal readers – a smarter way would mean to outsource it and rather edit it to reflect your style.



## **Getting Someone Else to Write By Outsourcing**

Another way which you can get contents for your readers on time is to outsource these contents to freelance writers. The benefit of using this method is that it saves you your time to do other things like responding to readers' comments and the likes which will grow your customer base than sit down to write then publish with no readers.

Ghostwriters are individuals who writes content and transfer ownership to clients who pay for these contents. There are numerous ghost writers who are even aware of the writing techniques than you do. So why not leverage on them to save your time and earn more?

The cost of hiring a ghostwriter varies depending on the level of expertise required, the amount of research needed and the nature of the assignment. When hiring a ghostwriter, you should make a 'work-for-hire' agreement which means that the writing cannot be resold to another buyer or used by the ghostwriter for other purposes.

Before you hire a ghostwriter, you should ask for samples of their work and have them make an agreement for permission to use their work or the exclusive rights to the work. Without an agreement in place, you may be facing copyright infringement claims or find the writing published in another place without your knowledge. I will discuss this topic more in detail later in this book.





## Using Private Label Rights (PLR)

A number of sites offer private label article memberships. Private label rights entitle you to use the article content “as is” without alteration and that you can also put your name as the author.

Mostly, these article membership sites limit their membership size to about 200 or even 1,000. Hence, the chances for someone to find your content on another site is supposedly thin.

If you decide to use private label articles for article marketing purposes, it will be a good idea to make some modifications to them. Major search engines often blacklist websites that are known for plagiarized content.

Many websites would not take it likely with you once they discover that your content has been published elsewhere.

The best source for articles is, however, cost effective to hiring a ghostwriter, but you would need to invest a little time in making some modifications.

**While you can keep the substance of the article roughly the same, here are some ideas on how you can modify your private label articles:**

## Article Marketing Influence

- Change the title of the article.
- Rewrite the first, middle and final paragraph.
- Target a different but related keyword phrase and modify the article accordingly. For instance, if the article uses the keyword phrase "weight lose remedy," you may choose to use "weight lose treatment."
- Add in more details by personalizing the article with your own experience.

A modification of about 30-40% of the article can make your private label article look different from its original piece. Supposedly you used 30% of your time and save 70% for marketing purpose it will pay off than investing the whole 100% of your time in getting content.

That being said, how do you get your next idea and motivation so you could continuously feed your readers with quality information?

## CHAPTER 2:

## GETTING YOUR NEXT IDEA



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## Chapter 2: Getting Your Next Idea

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**Writing an article doesn't just mean putting down thoughts into words. You have to capture the interest of your readers and get them to keep on reading.**

To send your message across you have to get the attention of the reader and have a firm grasp of their interest that can tickle their curiosity.

The main ingredient in crafting an article is creativity and motivation. A reader who reads your contents every day may soon get annoyed at any point your writing loses its seasoning. Despite the topic, you need motivation and creativity in order to present your words in a way that it doesn't bore the reader.

Writing a content that paints a picture in the mind of readers involves a lot of creativity. A clear and crisp depiction requires a certain flair that only creativity can provide. In order to keep the reader engaged, you may use similes and metaphors in making comparisons, you also need connectives that create a hierarchical translation from one paragraph to another, and all these need a fresh idea with creativity.

The major challenge is what do you do when you get blacked out from ideas and creativity? Well, that is why writing is an art – it's what flows from each individual and makes millions of writing unique in their own way.

There is no definite answer to this question but below are some guides that will aid you because I am sure you're a human and you see, walk, talk and relate so the idea may not be the problem but the presentation.

Always Keeping a Notepad with  
You at All Times



## **Always Keeping a Notepad with You at All Times**

Ideas can be triggered by anything you hear, see, or smell. Ensure your ideas are recorded as soon as they come because when they come, they will definitely come. You may also write down anything that you have read or heard, someone's ideas could be used to develop your own ideas.

Of every content, there is always a flaw, you can get your inspiration by the flaws of other contents. Remember that ideas and creativity can come from anywhere; it's the development of the idea that makes it unique.

Relax and Take Your Time, Don't  
Rush

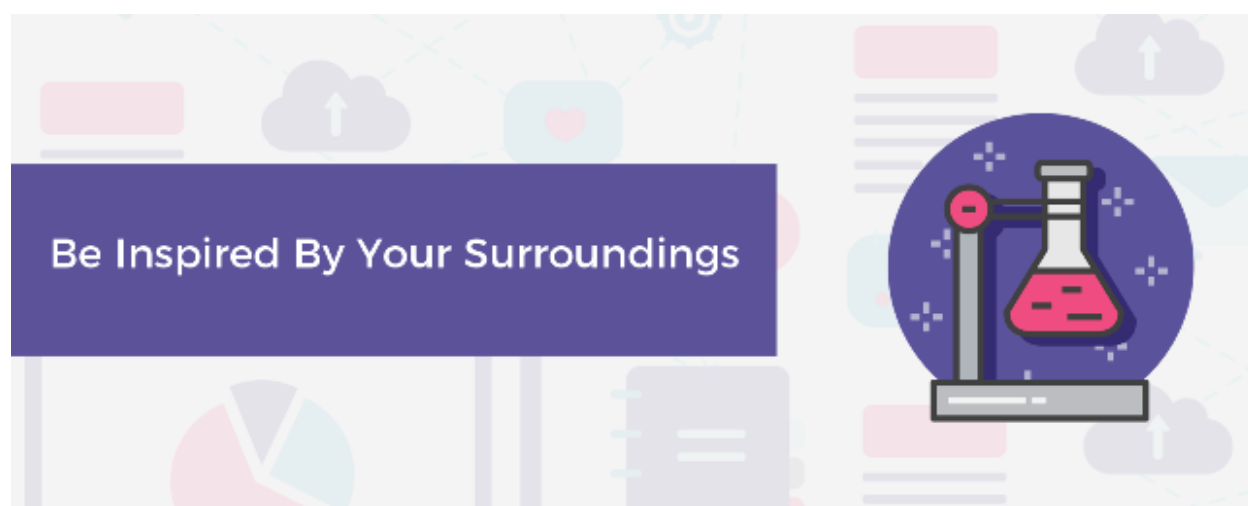


## **Relax and Take Your Time, Don't Rush**

A jumbled mind cannot accommodate new ideas. Everyone must have a clear mind if one wishes to have their creativity in full speed. Get rid of all 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 shapes your mindset and your opinions which could be reflected on your writings. Discover what inspires you and what annoys.

Creative writing involves emotions and these emotions are what can keep your story unique and engaging.

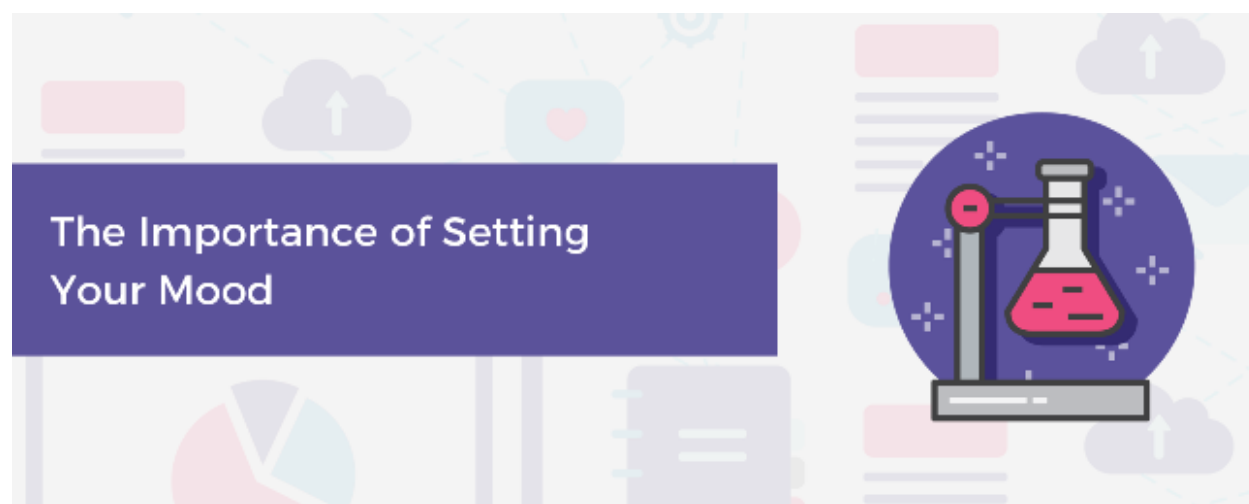


## **Be Inspired by Your Surroundings**

What happens and does not happen in your surrounding should inspire you to write. While you get inspired by your surroundings, you should also consider eliminating all perceived obstacles to your writing within your environment.

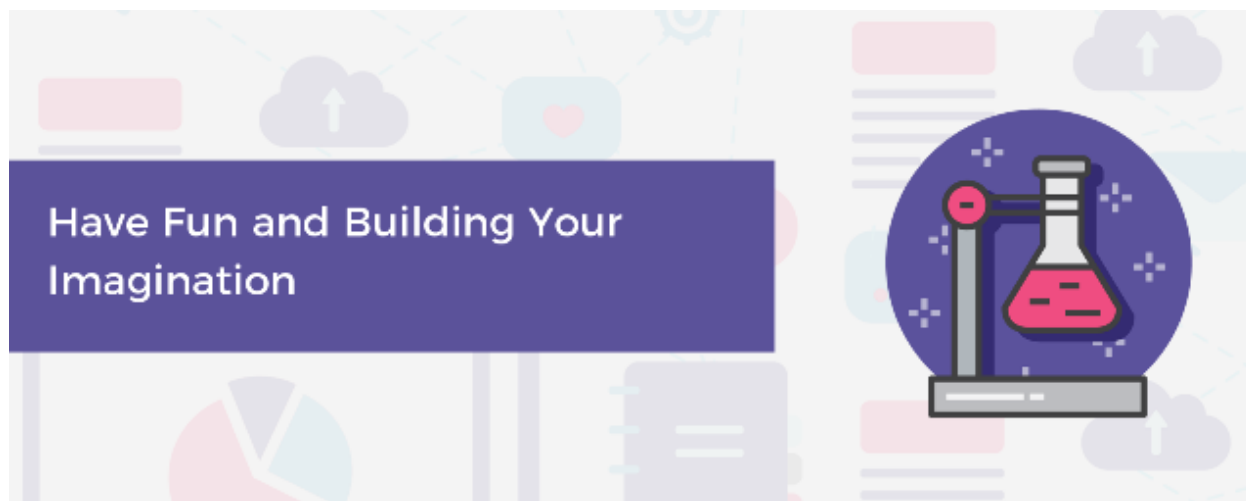
You may put up pictures, or scents, objects that inspire, or anything that can get your creativity bubbling. With a good and serene

environment, you may cover loads of writing a piece without feeling the time.



## **The Importance of Setting Your Mood**

Your mood is your content – so what content do you intend to pass across? Good or bad? If you want to pass across good contents then you should deliberately do things that give you a good mood. Finding out what makes you think could help you find ways to get your creative juices flowing. Set the pace and tempo for your mood and everything else will follow.



## **Have Fun and Building Your Imagination**

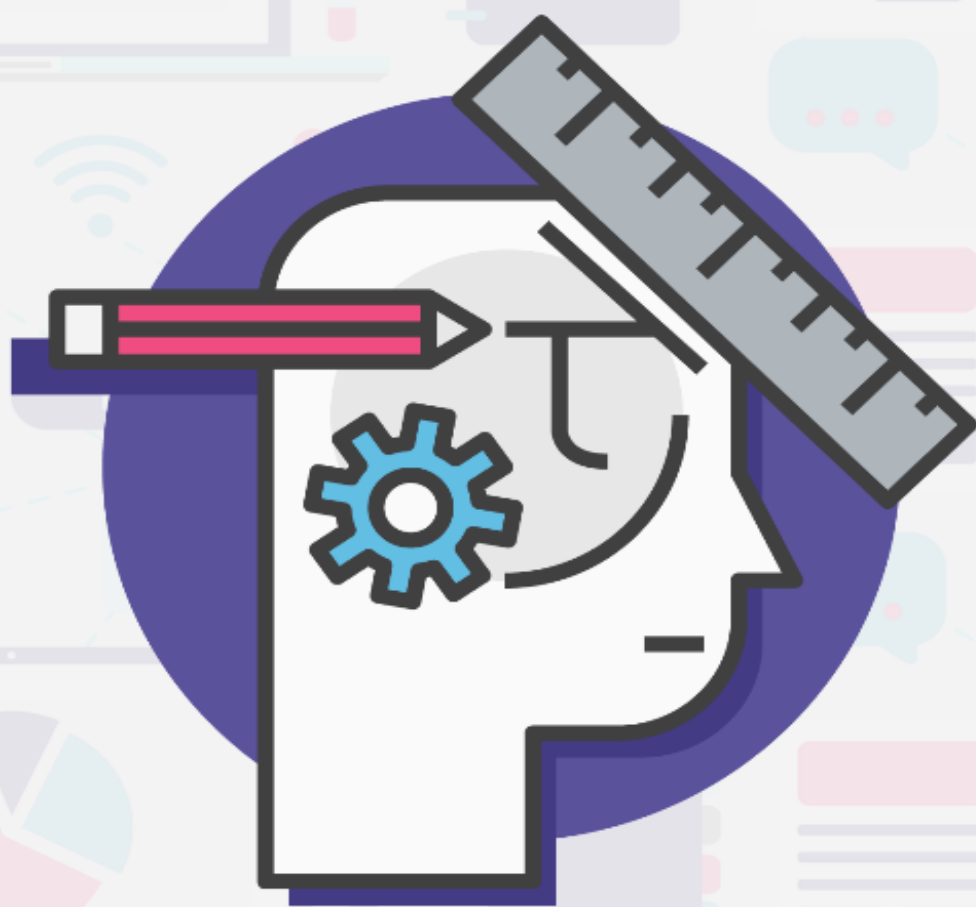
There are many ways to set the mood. Some writers have been known to use alcohol, a little sip of wine to stir up their imagination. Some would like mood music while others let the lighting of the environment create the mood.

As a content writer, you would want to visit new places, try new things that don't work, go to some wild adventurous place. The main idea is to be free and have fun – in doing these, you will get inspired and build your vocabulary of imagination.



## CHAPTER 3:

# WRITING HIGH-QUALITY ARTICLES



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## Chapter 3: Writing High-Quality Articles

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**The internet is all about content. Good, bad, vague and weird. For you to attract traffic to your article or website, you need unique content that drive reader's imagination which readers can give their money for.**

The use of keyword and link-building system for SEO by search engines is a major challenge that has flooded the internet with thousands of irrelevant hyperlinks. Apart from irrelevant links, some of these sites don't have relevant content as what is shown in the meta tags. Once you click on them, you will discover that they redirect you from one site to another.

Due to the development of this ranking fraud always practiced by desperate individuals who want to rank their site without providing quality content, major search engines have clamped down on them by delisting these sites. Major blog owners are now returning to the meaning of how the ranking processes are done.

So, the meaning of getting ranked is your consistent posting of quality content and nothing else.



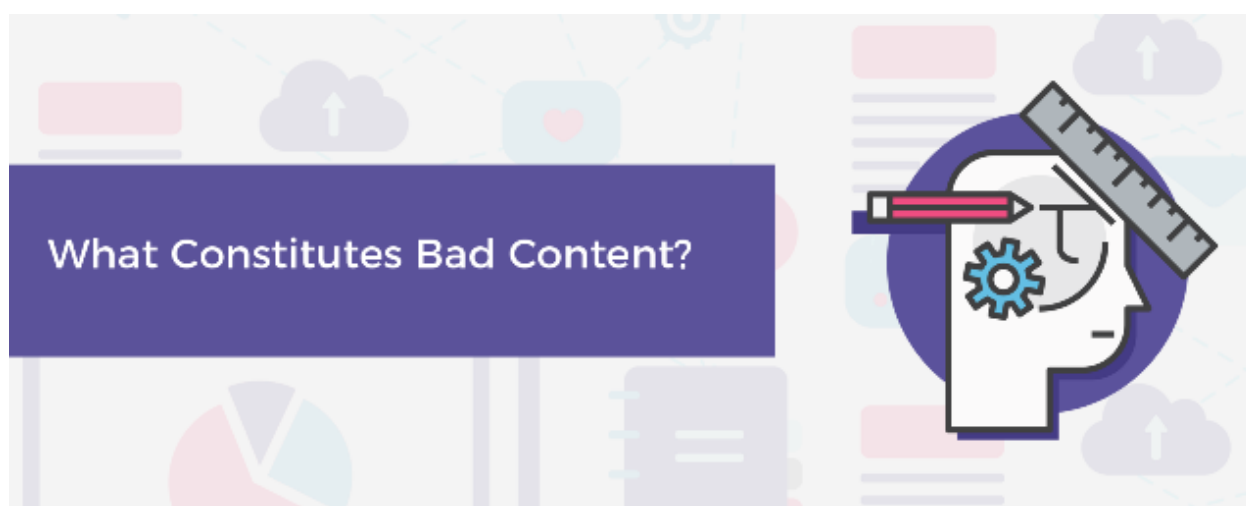
## Tips for Creating High-Quality Articles

What is a high-quality article? A quality article informs, entertains, convinces or converts, and conveys a compelling message in a clear, concise, and coherent manner. The following should guide you in crafting a quality article.

- Your article should contain useful resources.
- Your article should contain practical tips that your readers can easily apply. For example, an article of this kind “A step-by-step guide on preparing a remedy for back pain” will be very interesting to buyers in the category of “health problems”.
- If you're writing on a topic that stimulates discussion, you should present an alternative view and engage readers in discussing this topic.
- Your content should be personalized. You should write from your own experiences. The reason is simply because no reader would want to start guessing who the source of what they are reading is. Once you have been able to establish yourself as a quality and reliable article writer, readers won't have a problem with your contents. They find trust with the information shared in your contents.
- When writing your article, if there are any facts presented, you should support it with references – this will create a sense of

responsibility from the point of your readers. They will simply trust the information with the notion that it's a well-researched article as opposed to mere copy and paste words just because they want to release a new post.

- When writing about an idea, you should revolve them around with up-to-date information as no reader would want to see an analogy of outdated event. For example, if you are writing on "how to advertise on Google," your illustrations should be with a current and traceable illustration of the present Google and not with the outdated Google.



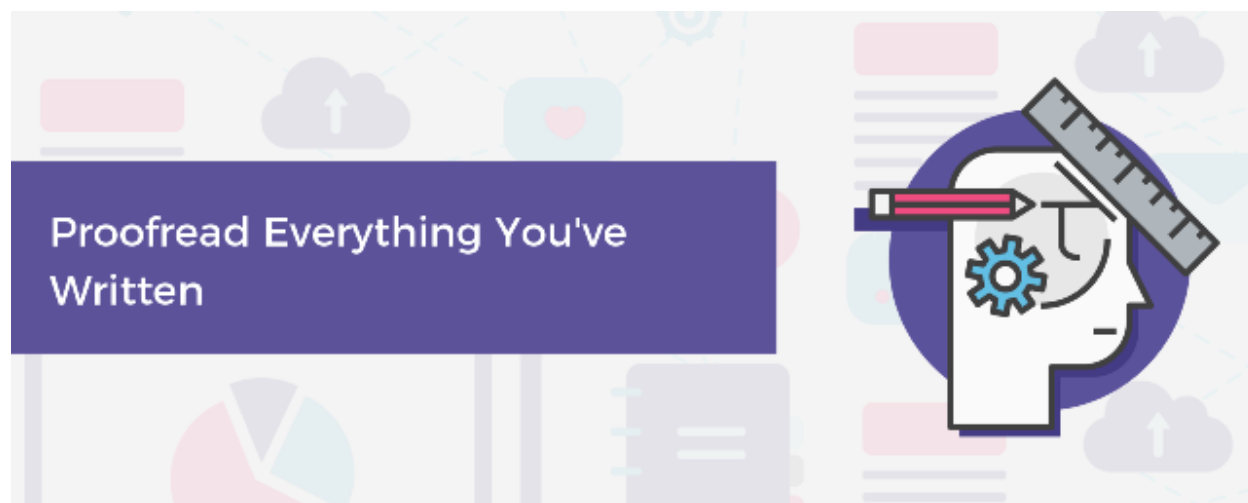
## What Constitutes Bad Content

If there are quality articles, it means there should be junk articles as well. Junk or bad articles are articles that have no relevance. Here are some tips to avoid when writing a marketable article:

- **Affiliate links:** Most article directory owners frown at articles that include affiliate links because most of these kinds of articles are less informational.
- **Repetitive sentences with no substance:** You should avoid revolving around an idea just because you want to meet up a word target without any substantial information.
- **Too much of a sales pitch:** You should avoid being too desperate in sales, instead of hammering on your product,

provide readers with the benefits of these products. Over time they will become interested in buying it.

- **Guest Posting:** When writing articles for guest posting, you should ensure you read the guidelines of these online directories so you don't get blacklisted and banned from advertising your contents.



### Proofread Everything You've Written

Just like they say, **"you have to get closer to an apple tree before you would know if it's fruit is ripe or not"**. Most times, you may write and assume your contents are good to fly on the internet. It is not always so – you should consider proofreading your articles before letting them fly. By this, you will gain your readers confidence in your content.

There are applications that can help you with your proofreading needs. Programs like Grammarly and so many others. Sometimes, the error may not be a grammatical error but factual error or an error related to presenting an idea in the reverse form due to stress or misrepresentation. You should ensure you take a word to word check of your content, ensure all information is presented clearly and coherently.

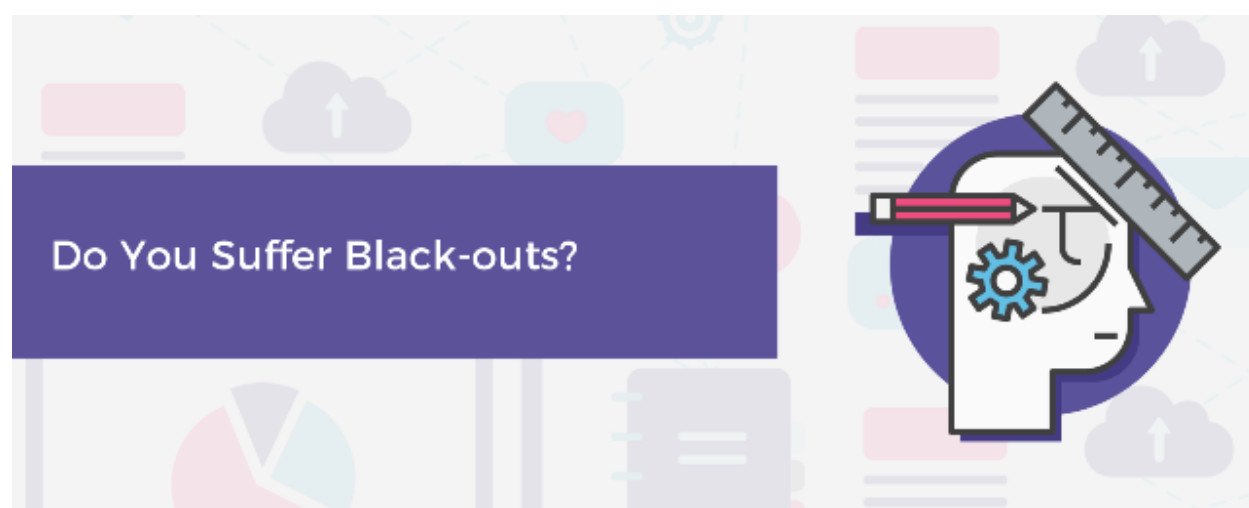
It is also possible that after checking over and over you may still not uncover some minor mistakes, that is why it's good to entertain critics

by allowing a friend or if you have little money to spend, you may hire an auditor to do a check on the content before publishing. All these is to improve the sense of reliability in the heart of your readers.

In writing an article to be published in a directory you may need to consider the total word count. On the average, most directories would require an apt content of from 300 to 600 words and they have to be straight to point.

When your article is good and informational with adequate researched keyword you should rest assured that it is going to create a pool of readers.

Think of it, if an article could generate a traffic of 500 readers, 10 of such articles would generate 5000 readers. With article syndication, you get more backlinks for higher ranking on search engines and can also brand yourself as an expert in your niche.



### **Do You Suffer Black-outs?**

Every writer faces it at some point. You sit down to write, but words aren't flowing. You try as much as you can to brainstorm yet you couldn't get a reasonable flow of thought and ideas. Just like every trade has a challenge, blackouts are a major challenge in writing. Blackouts in a normal event the following tips should help you in any case of black out.

### **Talk to Someone**

When you experience a blackout, you should consider talking to someone. Blackouts is a result of a cluttered brain – so you should consider talking to someone in order to get relieved and refresh. One major way should be taking to a professional or a colleague in the writing business as well may be through phone or over Skype.

Talk as you'd normally talk. Let the ideas flow. After all, nobody experiences blackouts when talking to a good friend, right? Later on, just listen to the recorded conversation and transcribe the best parts. Turn that into the article you were trying to write.

### **Do Some Exercises**

As said earlier, a blackout is as a result of stress and you should consider leaving your writing room and do some other things that would ensure you a relief. One better way to get relieved is exercise – exercise creates a sense of humor and brings every sense within you alive.

During exercise especially with loved ones, you would discover a sudden relief. You may as well consider having a nap after the exercise so that your brain can reorganize and coordinate itself so you can recollect and present your ideas in a proper manner.

### **Return to Writing**

The final step toward stress relief and overcoming blackouts would be to return to your writing. Now you would discover that you will be writing in a new direction – you will have a flow of ideas.



## The Variety of Writing Styles

What sort of articles would be a good idea for you to compose? Is it true that you weren't even mindful that there are distinctive variety writing style? There are! Truth be told, there are five sorts of articles...

- Articles about tips
- Articles about stories
- Articles about personally experiences
- Articles about facts
- Articles about recommendations

Articles about tips is obviously an article that gives the reader tips on a specific subject, for example, how to lose weight or how to make money online.

The tips might be numbered, or laid out with projectiles, and the title ought to incorporate the quantity of tips that will be secured, for example, 20 top tips to help you lose weight at this point.

Articles about stories are precisely what it says. It is utilized to recount a story that is not really the author's individual experience. The story might be valid or it might be fiction, yet it will quite often be about another person. The tip is to keep the reader perusing.

Articles about personal experiences will be about you and an affair that you have had that identifies with your niche somehow. For example,



'How I Lost 50 Pounds of Weight' would in all likelihood be a personal experience article.

Articles about facts is essentially an article that educates, uses demonstrated facts for the subject. For example, "What Exercise Can Do to Your Health" would be an article about facts since you have science and research to attract from and to back it up with evidence.

At long last, there is the recommendations article. You should be extremely cautious with a recommendation article. These are used in a promotion or advertising a service or product, yet the substance of the article must be useful in nature.

For example, on the chance that you're recommending a diet to someone to help lose weight, the article can't sound like a sales letter. It must educate.

For instance, you may talk about some issues with particular diets that can disturb one's sleeping or day to day life. So, therefore, use truths and your own experiences to help demonstrate the issues to your readers.

## CHAPTER 4:

# SIGNIFICANCE POINTS TO CONSIDER IN WRITING ARTICLES



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## Chapter 4: Significance Points To Consider in Writing Articles

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**The significance of articles in websites is incomprehensible. They manage a great deal in the achievement of the article is trying to get across and in return drive more traffic to your website.**

It has turned into a key component in making a website get more visitors. A great article will incorporate great content that will work to drive traffic and win the many advantages articles can provide for their one's website.

Articles have been known to be one of the main components in directing people to a website. Articles are a considered giving websites higher rankings in search engines. The higher a site positions the greater cut of the user activity one gets. With an enormous number in visitors, there are more benefits and more potential for other plans too.

Yet, it is not just about filling your site with articles, they have certain prerequisites also. These necessities must be met to acquire the most extreme advantages an article will accommodate your website. An elegantly composed article will get the eyes and enthusiasm of your clients and keep them returning for new additions. They would likewise be able to recommend your site to others.

Here are a few tips to help you and help you in making your articles. There are four important things to keep in mind that all articles must need to make it fruitful and accommodating in making your site to benefit your needs.



## **Keywords and Phrases Within an Article**

An article should dependably be fixated on the keyword and phrases. As every guest goes to a site, there are the individuals who're only perusing a particular something.

At the point when this happens, a searcher generally goes to a search engine such as Google and enters a particular keyword they're searching for e.g. dentist, romance, internet marketing etc. It could be anything they need.

The Important thing is that you have an article that has the specific keywords that identify your site. For instance, if you operate a gaming site, you should have articles about games and reviews etc.

There are many instruments on the web that gives benefit in helping a website out in figuring out what keyword and phrases for the most part searched out. You can utilize these tools to figure out what keywords to use and write on.

## **Density of Your Keywords Used**

After selecting your keywords and phrases, you should utilize them completely. An article must have great keyword density for search engines to know its presence. Your articles ought to have up to fifteen to twenty percent of a keyword density for search engines to rank a

website high in their search results. Getting a high rank is the thing that articles do best for a website.

A keyword density is the quantity of times a keyword or phrase is utilized on an article. The number changes relying upon the quantity of words used as a part of an article. A powerful article must have a keyword density that is not very high or not too low.

Using too many keywords, the content of the article is lost and may disturb your reader and in addition the search engines too.

It makes you as the author of that article look being excessively enthusiastic. A low number might be overlooked by the search engines and may not index the correct keywords your needing.

### **Having Great Content for Your Article**

Like what is expressed above, you can't simply over use keywords within an article. They should likewise be viewed as great reading materials. Articles must have the capacity to engage individuals and give relevant information and help the readers necessities.

Articles ought to be composed well with the right spelling and the use of correct grammar. In the event that you need individuals to trust you, make your work stand out and well thoroughly considered.

Individuals react well to figures, truths and insights. Attempt to get incredible data and the greatest number of facts as you can. A decent and elegantly composed article will support your reputation for being a specialist in your niche, field or point.

As more individuals will have faith in you and what you're saying. Your readers will also trust you and any product or services you provide.

### **Adding Links Within Articles**

Furthermore, another vital thing to keep in mind. Upon submitting articles across the internet at article directories, ezines, bulletins, newsletters or whatever it may be, do not ever neglect to incorporate

a link to your website. Most or nearly all article websites allow you to have a resource box.

This resource box is for the author to place something about them and this is where you're wanting to add a short description about yourself, and off-course add a link to your business, website, services or products.

If a reader was compelled in your article, that individual will no doubt click your link within the resource box to find out more about you and your website.



## Organizing Your Article

If you know how to write in a good manner, that's awesome, you're well ahead in regards to article marketing. The question is, would you be able to arrange your article in the correct approach to delivering the outcomes that you need?

A decent article begins with an extraordinary, 'pull in your reader' headline. Be that as it may, the headline can't be a "buildup." Following the headline, you ought to have a sub-headline, which additionally ought to not also be a buildup. Headlines are essential, particularly in the article marketing world.

Keep in mind that there is no cover to judge your article by, other than the headline. The headline must propel the potential reader to peruse the article, and the sub headline ought to fill a similar need, expressing what the article will be about.

A decent article will be in the vicinity of 400 and 600 words long, isolated into no under three sections or paragraphs. You ought to maintain a strategic distance from paragraphs that only contain one sentences, unless that sentence is only a couple words long and needs to emerge for impact.

The opening passage ought to tell the reader what really matters to the article, and what they'll realize in the accompanying content. Do you remember writing at school? It is much a similar thing for articles. Create a statement or ask a question, then demonstrate it or answer it inside the content of the article.

It is imperative that each passage drives the reader to peruse the following section. You need them to achieve reading the complete article you've written.

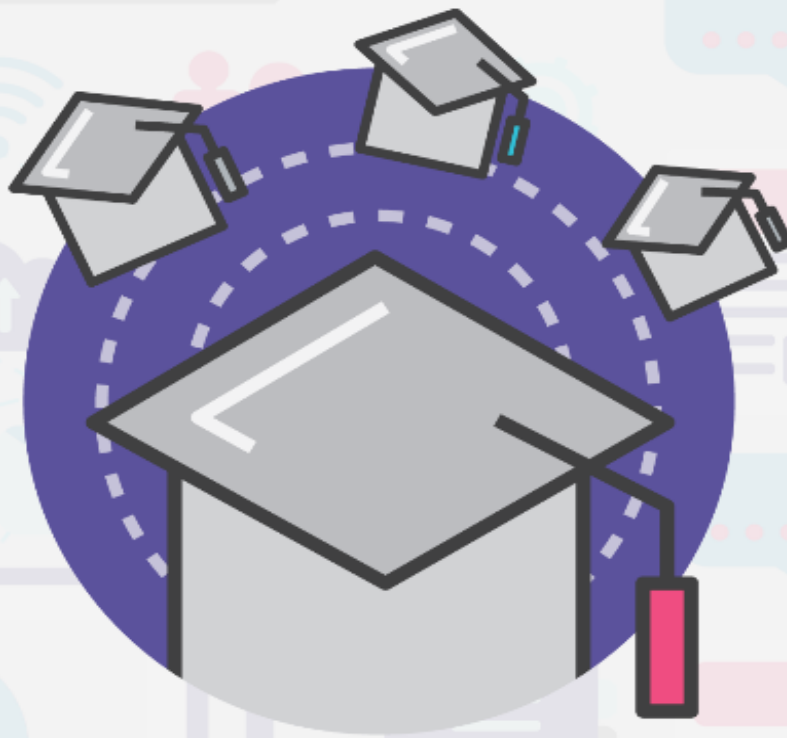
The last section ought to wrap up your article, bridging what has been passed on in the body of the article. Taking after the last passage, you ought to give a resource box, which is in actuality information about you as the author and ought to incorporate a connection to your site, where the reader can learn considerably more about the subject. You'll learn more in detail about resource boxes further within this book.

At last, you need to tell your readers that they're allowed to reproduce your article, the length of it remains in place and incorporates the resource box. This is the means by which your article will become viral across the internet, sending you, even more, traffic from your resource box to your website.

When you have wrapped up your article, put it away and read it again the following day. Over and over again, most writers move toward becoming focused with their own particular composition, and the information is not as good as it may be with a more target perspective. Try not to be hesitant to request that friends read the article to request feedback.

## CHAPTER 5:

# PEOPLE WANT TO READ GOOD ARTICLES



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# Chapter 5: People Want To Read Good Articles

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**So, you're good to go to begin your online business or the case might be that you already have one, and now you're looking for roads that can help you extend it.**

In any case, here is the thing... you're questioning yourself about how to compose expressive articles that can pull in extensive traffic to your website.

Here are a couple of thumb rules which can make this article composing somewhat less demanding.

## **Significance of a Topic:**

Nobody needs to get exhausted when they are reading an online article. Keep in mind this while picking the topic of the article.

Try not to pick something that you scarcely think about, it will just give away your inexperience and annoy your visitors. Likewise, while picking a subject, guarantee that it is firmly associated with your niche.

Abstain from driving your readers into any entangled reasoning with respect to the topic. Adhere to the reader's viewpoint and give just as much detail as is requested.

## **Don't Write Long Articles:**

In the event that your article is excessively long, it runs the double dangers of being exhausting and being insignificant. The ability to focus of a normal online reader is intensely restricted when contrasted with that of a book reader. So, whatever point it is that you're wanting to show, it better be fast.

### **Abstain from Writing Confused Articles:**

In any case, written work short, exact articles ought not to be mistaken for composing uneven and unexpected pieces. In the event that you have abbreviated your article by bargaining on the quality and also the amount of information, then you're the individual who is really requesting that your readers go and look for better choices.

### **Using Effective Keywords:**

While your readers are perusing articles, attempting to find the information of their decision, having various keywords throughout will help your readers find what they're looking for. Thusly, the decision of suitable keywords is basic to the ubiquity of your article.

Also, once more, it is the significance of the keyword that chooses the positioning of your article in search engines results.

### **Being Personal Is Key:**

Make your own particular style. Attest your own conclusion from time to time to keep up the interest of your pursuers and keeping their curiosity alive.

### **Correct Spelling and Grammar:**

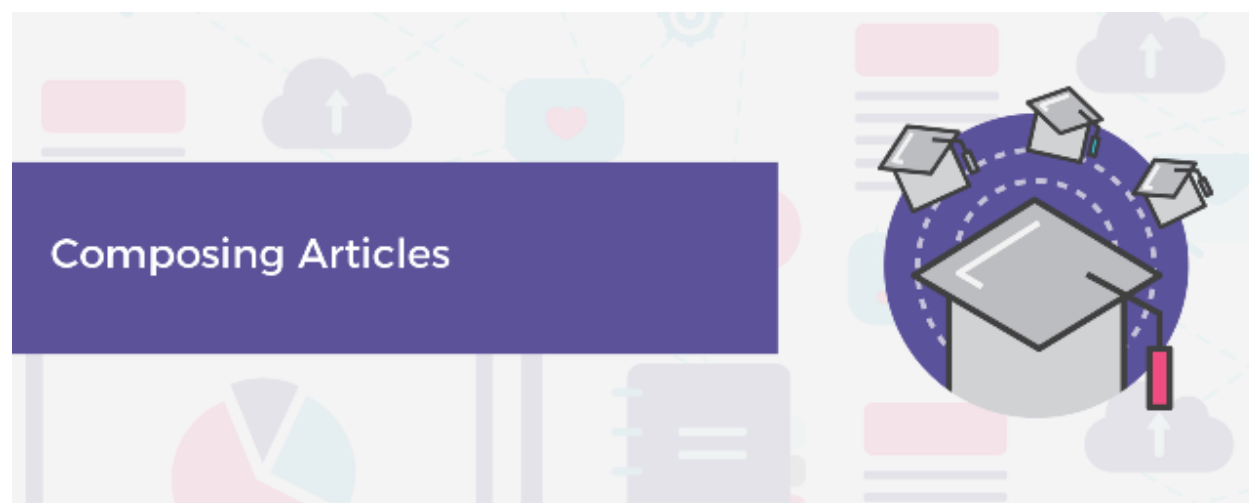
When a reader is viewing your content that has spelling or grammar mistakes, this can be baffling and end up being a major overkill for any reader, particularly if that individual is an expert in writing. The outcome about for having such mistaken content is that individuals lose confidence in your articles and abstain from understanding them.

### **Comprehensible Sentences, Keeping Them Short:**

Long sentences with roundabout expressions, all the time, entangles the importance of a sentence. Evade them. Use short sentences to express your perspectives and take a similar control when accumulating paragraphs. Don't let them contain any more than five lines at any given time.

### **Using Compelling Headlines:**

A headline can represent the deciding moment and the destiny of your article. After all, the headline fills in as the main index to the content of your article. So, creating a headline that is attractive and snappy is critical. Take after these basic principles to build compelling headlines.



## Composing Articles

Composing articles isn't as hard as you may think. Knowing correct grammar and using software online to help you such as spell checkers etc. will help you heaps. This will make writing articles a whole lot easier. While writing articles there are some tips to keep in mind. I've outlined the most important ones below, but there are many that you'll learn over time.

**Try not to make it harder than it truly is.** This is the principal mistake that most new article writers make. Consider what you need to state, then simply begin composing. Try not to stress over spelling or the sentence structure, simply compose until you have said all that you needed to state. Altering comes after the information is has been written.

**Try not to get worried over your subject.** You definitely recognize what it is that you need to offer. Take a look at your article from a client's perspective. Visit discussions where your clients take an

interest and discover what their inquiries are. Construct your articles in light of those inquiries, noting the questions.

**Try not to make your articles too long or too short.** Articles ought to be in the vicinity of 400 and 700 words, with the ideal length in the vicinity of 400 and 600 words. Utilize the word counter on your writing software, such as Microsoft Word, and don't go over or under the word count.

**Try not to present your article the moment you complete it.** Put it away and returned to it later. Read it over and ensure that you have said what you needed to state, and afterward have another person read it. Request productive feedback, and truly focus on what your reviewers have to state.

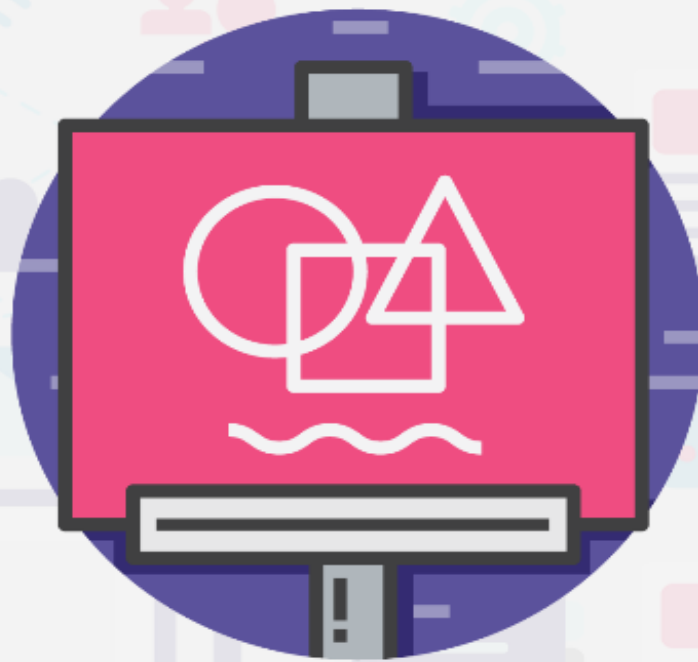
**You are composing an article, not an advertisement or sales letter.** The article ought to advise and lead readers to your site. The offering is done at the site. Articles that are evident direct advertisements lose the readers regard and harm your validity.

**Remain Focused.** Ensure your article remains on track. On the off chance that you wind up composing far from what you initially proposed your article to be about, make a note about the new article thought you have coincidentally found, and get back on track with your first idea.

**At long last, compose like you talk.** Compose an article like you're taking to someone you know personally. Try not to attempt to use words that you need to look up in a thesaurus or a dictionary to understand the meaning. Use your regular day to day dialect, and your identity will radiate through. Enabling your actual identity to radiate through in your articles is the initial step to building an association with your readers.

## CHAPTER 6:

## THE AUTHORS RESOURCE BOX



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## Chapter 6: The Authors Resource Box

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**The information on the internet is like an expressway. Individuals that go on to the internet are subdivided into groups. However, by and large, they are out to hunt for information.**

Regardless of whether for entertainment, making money, how-to or whatever else, the web has furnished us with information that has turned out to be exceptionally valuable.

A resource box is a thing that you normally find toward the finish of an article. They will contain the name of the creator, a concise description of the creator, a short portrayal of the supporting site and a link to the author's website. In the event that a reader likes what they read, they would tend to discover where the article originated from to peruse more.

In any case, similar to the article itself, the resource box should likewise be attractive to request the consideration and enthusiasm of the reader. While the resource box only has a little space, giving the correct keywords and information will give additionally pushing to the reader to go to your site.

Presently we know what resource boxes are now, so what are the advantages of having a decent resource box? The key principle of having one is to direct people to your site. Many article directories allow articles to be used and place on other websites across the internet.

By letting others use your articles, the article also contains your resource box. So, your article with your resource box is now going viral on many other sites. This way, you'll not only get potential clients from the site you originally submitted it to, but you'll also get new clients from the sites they been posted on.

So, making your resource box compelling is a very important step to consider. So, what might be the best way to go about this? Essentially it is keywords, finding out about the correct keywords that individuals are particularly looking for. There are many online tools that are free that can be used to help you select the correct keywords.

The main thing to focus on when creating the content within your resource box is to try to make it catchy. This is to get the reader's attention the first time. You don't want the reader to take a second look.

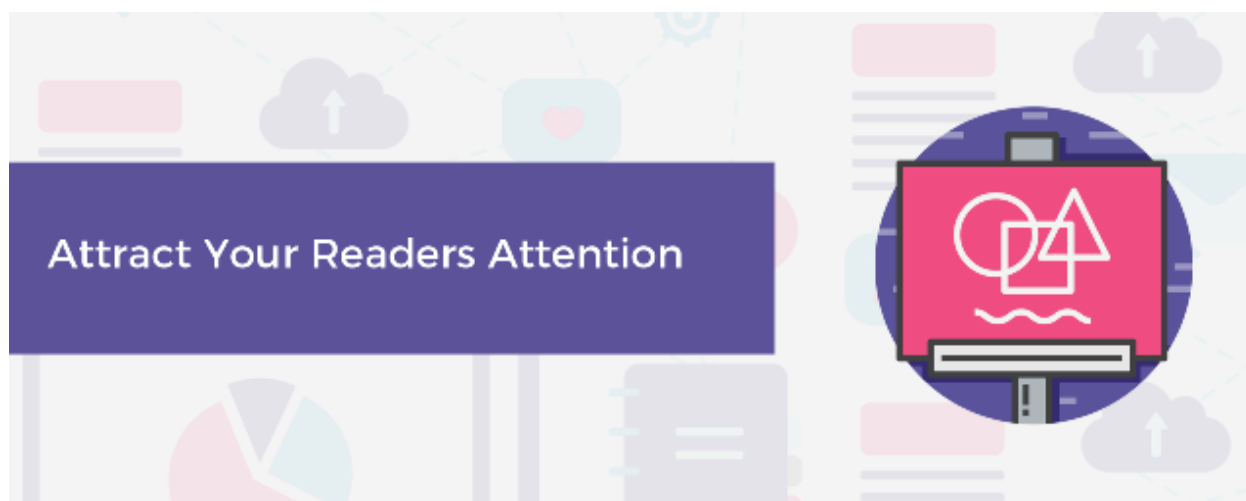
Give your readers the imagination of the point you're trying to get across. Try to make them think using the right content into making them interested in what your presenting.

Another tip is to use keywords that ought to be identified with your site. Try not to deceive your potential site visitors. Doing this will build your credibility which will drive your goal to get more individuals lured to visit your site and peruse what you bring to the table.

Make an everlasting impression on your readers to make them click the link within your resource box. You basically only get one chance, so make your opportunity count.

Keep in mind the energy of the resource box. It might be little in size yet it'll give a noteworthy guide in directing people to your site. A boring resource box will never compel anyone to follow through with it.

Be entertaining and imaginative however in the meantime demonstrate that you have knowledge in your niche. This will make your resource box help in many ways than one.



## **Attract Your Readers Attention**

Your resource box is the extension between turning somebody from a reader to a potential buyer or customer. An awesome resource box can take an expansive rate of a site's readers and convey them to your site. An ineffectively or poorly written resource box can bring about low traffic or none at all, regardless of the possibility that your article was great.

How would you compose an awesome resource box? Here are some tips I've learned over time to pull in more visitors to my websites:

### **Give Your Readers a Benefit**

To get somebody's enthusiasm for reading your resource box while reading your article, have the advantage unmistakably expressed ideally from the earliest starting point of your article. Try not to hold up till the center or the end.

Many individuals quit reading when they come to the heart of the matter where they're hoping to be "sold." You have only a brief instant to persuade them to continue reading by then. Utilize that brief instant from the start of the article by introducing a capable benefit.



## **Backing Up with Proof**

Making a solid guarantee or advantage proclamation without backing it up with evidence, readers might not really trust you. In any case, even only one bit of evidence can build your credibility up, for example, a testimonial from a well-known source.

Clearly, the resource box isn't the ideal place to stroll through every one of the benefits of your item. All things considered, having maybe a couple confirmation components can have a major effect.

## **Keep to The Point**

Don't write long boring sentences within your resource box. Keep to the point with no more than 3 to 4 lines. Write powerful and carefully written sentences to get your point across. Writing long boring sentences within your resource box will make your readers no even bother about reading that bit extra, as they most likely have read the most important information already within your article.

## **Don't Write About Yourself**

You're wanting to use your resource box as a strong call to action section. Not a section where you talk about yourself and what you do. This can be great, but people need to know what you can offer and the benefits are to them. Not what you do for a living and how many kids you have.

Be strong in your words. If you want someone to click your link, well, tell them that, but make sure you can offer them something to make it worthwhile for them doing so.

## **Your Avatar and Photo**

On most sites, your photograph will appear next to your resource box as an avatar. While your resource box won't generally be viewed by every visitor, practically everybody will take a look at your picture. It can have a major effect. So, make sure you have a professional looking picture, not some cartoon character or your drunken state from last weekend.

## CHAPTER 7:

# OUTSOURCING PROFESSIONAL WRITERS



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## Chapter 7: Outsourcing Professional Writers

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**Your website is a collection of contents and your contents tell users what your site is about. They will basically describe what your site is about and also tell people what your site has to offer.**

Articles and website content makes a whole lot of impact in bringing loyal and returnable readers as well as potential buyers to your site.

With good website content, you get the benefit of clearly depicting what it is you want to share with people. With more traffic, you get to earn more from your site making it profitable. A site's success, be it for profit or not, is the number of the flow of traffic on your site.

So how do good content and great articles get you traffic? It is a normal scenario, even in the real world, once your cake is better off, your grocery store will always be flooded with buyers. So, if your content contains a good number of keywords and keywords phrases, it may be chosen to be a part of the top listed sites in the search result pages.

That doesn't mean you decorate your article with a keyword. The major search engine also checks for keyword density so you may need to know the maximum keyword that an article should contain. So, you should know how to strategically place your keyword within your article.

If you are not a professional SEO content writer, you may need to outsource your content to freelance writers. There are writers who have great experience in writing content for the web. Writers like this can be regarded as experts in web style of writing and can greatly help your website to get your desired slot in search engines.

Other than getting your site on the web results page of search engines, they can also provide your site with meaningful articles and

content that can impress your website visitors and entice others to view your site.

Many writers around the internet-world charge a small fee depending on the type of content task that you need and the length needed. On the average, a 400-word article would cost you about 5 USD. This is just a small amount compares to the benefit of having a quality content fly around your website whose benefit is innumerable.

There are also many writing companies that offer freelance writing service on the web. Most of them have a reliable team of experienced writers and can even help you with your keyword research. They offer many writing services to cover any writing needs.

Finding a good writer or a site that offers writing services, is simple. You can use this keyword on any search engine “your niche + freelance writers” or simply “freelance writers.”



## Hiring a Ghost Writer to Rewrite Articles

Now that you’ve know how to search for a ghost or freelance writer, the next thing would be to go on with the hire. Since you’ve known that your site may be blacklisted once it’s discovered to be harboring duplicated contents, the next line of action in order to save your time and efforts is for you to hire a ghost writer to re-write articles of your own idea.

Article rewriting is the act of creating a unique copy of a particular idea. For example, if you're writing on traveling, when you know you've exhausted the available keywords, what you need to do to keep ranking on major site engines is to produce a unique copy of an article of that same keyword.

Many website owners hire ghost writers to check their website and come up with articles within the context of what they saw from the website, this is called rewriting. Since you would not want to be blacklisted as well as not want to also lose your positioning (ranking), then you just need to keep the feed alive and bubbling.

Some others instead of hiring a ghost article rewriter, they rather use a spinning software to spin their articles. The flaw with the article spinning software is that: most of them do not produce an entirely 100% unique content but may be 60 to 70% and this, of course, is a great risk as search engine web crawlers are at work and once you are caught – you may have to face a hard fact.

That is why outsourcing is simply the best way to go around this. So how and where do you outsource?

There are many places you can do this, for example, Freelancer.com and Fiverr.com are my favorite freelancing sources.

To get started you need to post a job. Your description needs to be as detailed as possible. You need to explain that you want the articles to be 100 percent rewritten, not spun by some form of software. You should ask for samples of their work and also talk to them via message board or email to also see the quality of their English as well as their professionalism.

Also check their client's feedback, records and level of training or qualifications as this is important. Also, check their negative feedback to see how all the bad feedback their clients have provided them.

## **Using PLR Articles**

You've bought a packet of private label right's articles. Do you just send them to an article directory with your name on? Absolutely not! That's a quick way to get the dreaded "duplicate content" label slapped on your website. Directories like EzineArticles absolutely do not tolerate it.

So what do you do with PLR? First, invest in a reputable brand! How can you tell if it's quality PLR? Well, for one thing, it can be read fluently and fluidly, and there won't be blatant mistakes in spelling and grammar. You should buy from marketers with solid reputations.

Once you've got these articles from these sites, you should add life to them by customizing them to some extent to suit your taste for an article. You may decide to take one paragraph and expand it into a good article. Do some serious research and add juicy and specific facts and life to your article.

## CHAPTER 8:

# SUBMITTING YOUR ARTICLES TO DIRECTORIES



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# Chapter 8: Submitting Your Articles

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**This is where the onus lies. There are a few guidelines to keep in mind. Submitting articles to article directories is one of the best ways for promoting your goods and services, both when they are online as well as offline.**

Submission of articles to directories doesn't cost any fee for some and for the once that charge, it is usually a minute amount. A nicely drafted quality article can drive a lot of web traffic to your website through back links.

You should take keen note of the followings as they will determine whether your article will be published or not.

## **The Article Directories Terms and Conditions**

First things first. The terms and conditions of the directory you're submitting your articles to. Analyze each and every regulation extremely minutely. Ensure that your article satisfies and meet their terms and conditions or you be at a risk of having your articles not published.

## **Master the Style of Writing for Your Niche**

Most niches have a style of writing and you should consider that when crafting your articles. You are not supposed to include details of your product within the article for some directories, depending on their terms. However, most friendly directories provide a box for author's information you can leverage on this space if provided.

Make your article sufficiently interesting so that it can fuel the imagination of the masses. This way your readers will be curious to know about you and your services; you can then oblige them by including clever hints like - "to know more visit our website". If your



content is interesting, a normal human would want to read more and will definitely follow the link.

### **Doing a Bit of Research Before Hand.**

Do your research to find out more about the styles of the popular articles within your niche as well as that of the directory you intend publishing your article. Follow their style closely and try to uncover the secret recipes of their success. Use this experience when writing your own articles and see how easily your articles become famous.

### **Category Section for Your Article**

This is also an important fact to note. You should be very precise of which category your content falls in and this should be selected in the category option provided for some directories and if not provided, you should know the category and include it in the tag.

If your article is entered in the wrong category the moderators may not consider it. If you are lucky and it's published, you may not get the desired results because readers would always click on categories which they know they can find what they are looking for.

There are a lot of ways of submitting articles to directories all of which are singularly decided by the directory heads. Some allow only a few tags at a time while others grant the privilege of the whole body. There are still others who only allow for HTML after the articles.

Faced with such varied procedures it is best if you could toil a little harder and submit your articles manually. This will avoid any kinds of ambiguity that may be faced by your intended readers.

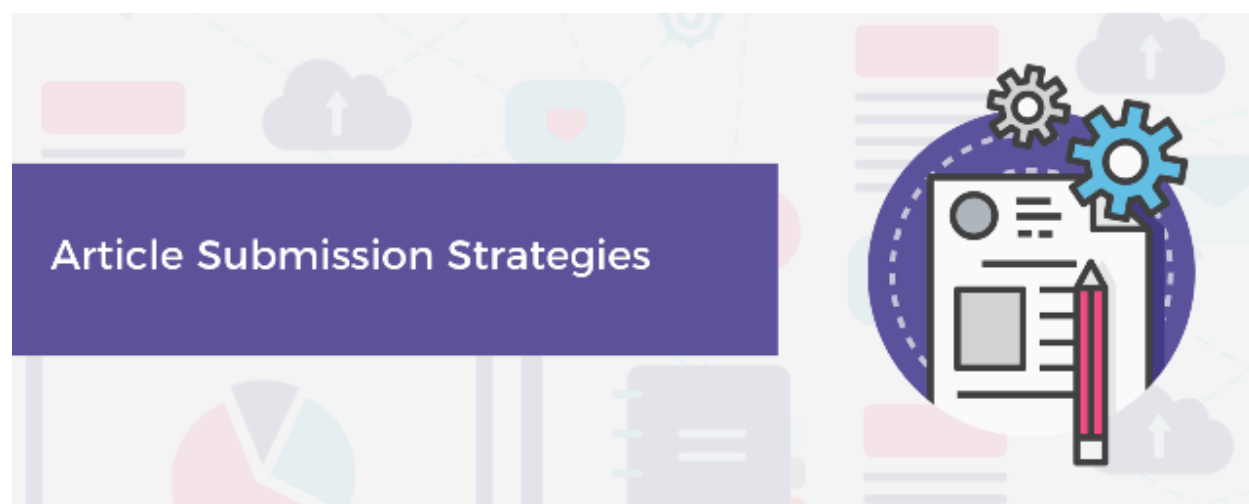
Don't be too impressed with a directory only because it allows for free submission. Keep in mind the amount of unique traffic and the page rank that it is generating because after all, that's what you aim at.

If you are very busy and you don't have the patience to follow accordingly with the terms and conditions of these directories, the best option is to hire a virtual assistant who can help you with the submission.

In choosing a directory for article submission you would want to consider which one is best for you either to submit one specialized article to multiple directories or to submit multiple articles to one, particularly an effective directory. Let's just say you may need to which that works best for you.

It is, however, good to note that: submitting one article to so many directories may not be very good as these identical articles may be seen as a plagiarized content by these directories and you may be banned.

In a nutshell, it would pay off immeasurably if you can locate a highly placed authority website and do a continuous post of unique articles than submitting to many websites.



## Article Submission Strategies

There are numerous approaches to get your articles circulating around the internet, and you would be savvy to utilize them all. These techniques incorporate submitting articles to the article directories and databases, sending your articles to ezine distributors, a blog to distribute your articles, utilizing other individuals' blogs to promote your articles, presenting your articles to forums and so forth.

In any case, there are a couple of more ways that you can convey your articles. Remember that the motivation behind the article is to get activity to your site.

Another approach to dispensing your articles is as a digital book or an ebook, which is basically a PDF record, where you have arranged every one of the articles that you have composed on a particular subject. The digital book ought to be free, and you can dispense it at different digital book sites around the internet, and enable others to give your digital book away also.

Use your articles as a component of an email course. Once more, the course ought to be free. Basically, set up an autoresponder for the course and put a sign-up link on your site. This won't just help your article dispersal, it will likewise help you build your mailing list.

Put all of your best articles into one folder then zip them, compressing them into one, then upload them to your site for one complete download.

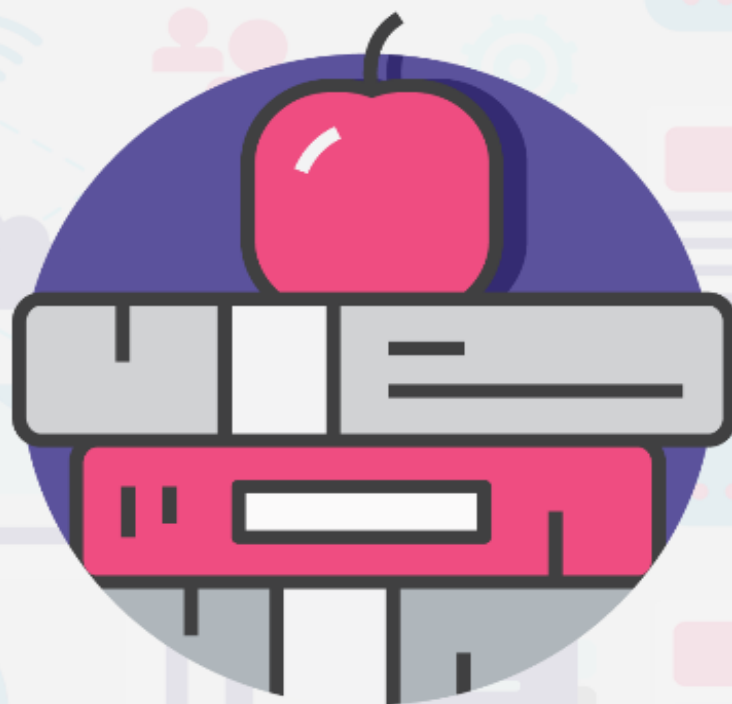
Presently, on each and every email you convey, incorporate a link that tells individuals that they can download this document, for nothing, and can use the content as they consider fit, as long as the content is not changed, and the creator's data stays in place.

Articles can be used as a part of numerous ingenious ways, all things considered. Continuously be on the viewpoint for approaches to appropriate your articles to others, and don't give any open doors a chance to pass you by.

## CHAPTER 9:

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## GUEST POSTING



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## Chapter 9: Guest Posting

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**As a content developer, getting your content to a wider range of readers can be a bit challenging. Apart from writing quality contents, there are other things that would constitute and ensure that your content gets the attention of busy individuals on the internet.**

The internet is a place that is littered with words and the big question is how do you get your own words squeezed and become noticed amidst countless others so that the information you intend to share reach your target readers.

There are different strategies for you to get your content through to your target audience. If you are new to the internet, that is, you don't have much authority may be in your niche or any other niche, the internet is a very simple way of getting the earn audience from webmasters with higher authority. How does this work? One way of enjoying this benefit is what is called guess posting.

Let me also state before I proceed, that despite the countless number of words and articles on the internet, webmasters together with consumers are still in thirst for quality and professional content over the internet.

So, if you offer one, be rest assured that if you follow the strategy in this book, you will surely get your content through to whatever audience of your choice.

### **What Is Guest Posting?**

Guest posting is a strategy often adopted by individuals and organization who want to promote their content over the internet. Guest posting is done because you do not have the sufficient authority in your niche. In guest posting, you offer a website with higher authority in your niche a free post on their website.

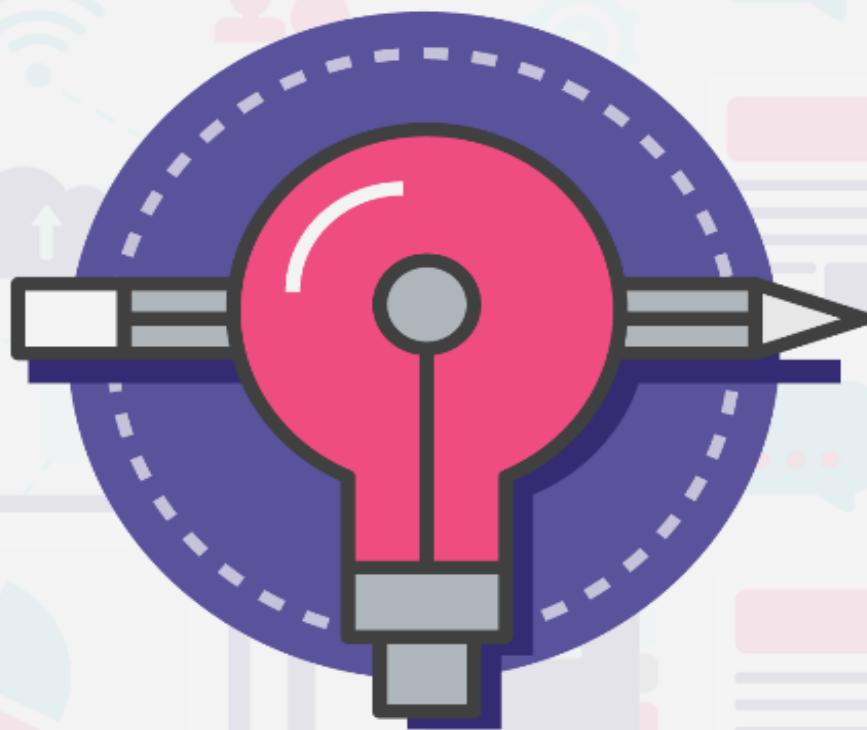
Since your article or content is of high quality, guest posting would mean that you are offering these website quality articles for free. So, the only way they can pay for it is to allow a brief introduction of yourself as well as how you can be contacted through the guest post.

In guest posting, the often-practiced strategy is the use of anchor text. An anchor text, is usually a keyword in your content that you would want readers to be keen about and in your writing. You would include a link to that same article.

Another strategy often used in guest posting is the inclusion of an author resource box. This is often included at the footer part of the article. An author resource is a powerful line often referred to by marketers as a call to action, as I mentioned earlier within this book. A call to action is usually a powerful, short and irresistible meta line that gets a grip of the reader in a way that they must click and get to your website.

So... you might still be wondering, what is article marketing? Article marketing is a sum total of all the activity you engage in to ensure that your article reaches its intended readers. That is, all activities from crafting your article, publishing your articles on article directories and returning readers to your site so they could read more, is known as article marketing.

# CONCLUSION



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# Conclusion

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**In case you're offering anything on the web make certain article marketing is on the highest point of your marketing procedure.**

The wellspring of traffic is free and exceptionally focused on, and it'll acquire steady guests to your website for the long run. On top of all that, you'll additionally increment your credibility – making you resemble a specialist in your niche.

The benefits of article marketing are numerous. You pick up traffic and naturally build up one-way backlinks effectively. By routinely submitting articles, you position yourself as a leading expert in your niche.

For whatever length of time that you compose articles in the way that has been highlighted in this book and submit them in the way explained, you will make a great benefit from doing so.

Actually, there is not really a much more straightforward way that I am aware of profiting on the web than by composing and submitting articles in the way that has been recommended in this book. And I'm not just stating this, this is from my personal own experiences.

The more articles you compose and have distributed, the more your locales will appreciate guests and in this way, by normal augmentation, the more cash you will make. What's more, after some time, that energy will work too. When you have you initial one hundred articles distributed, you realize that, regardless of how much those articles have made for you.

Another element about profiting from articles is that, while they may not generally be the speediest method for driving guests to your site, they are one of the longest-enduring methods for doing as such.

Once your articles begin being seen and seen on the article directories, for instance, then you can sensibly hope to see guests touching base



on your site from those same articles for a long time a short time later.

Truth be told, despite everything I have, articles that drive guests to my destinations over a year after they were first distributed, and that is with no extra showcasing or limited time endeavors at all. What's more, one last word.

In the event that in the wake of perusing this, you imagine that it is all extremely well and that it sounds enormous however you just can't compose articles, so it can't work for you, don't lose hope.

Outsource the underlying writing of an article is best for you, where you'll, by and large, have the capacity to get extraordinary articles for \$5.00 or thereabouts. It's just plain obvious, regardless of the possibility that you can't write, you can even now make a nice-looking benefit from articles!