

Article Marketing For Traffic

**Brought to you by Brian Collins
Visit Membership Max
by [Clicking Here](#).**

Stay Informed!

**Subscribe to Membership Max Newsletter
by [Clicking Here](#).**

**You'll receive news & updates for quality
ebooks and special offers in the future!**

The Internet and Article Marketing

Table of Contents:

Introduction

Article Marketing Across the Centuries

Article Marketing and Cyber Age

The Bio Box

Take me to your RSS feed

Niche marketing

Traffic can be good

The bottom line for your bottom line

Article Marketing: A basic how to

The 1st step: Kingly Content

Side note to content: PLR and article spinners

Step 2: Get the article out

Step 3: A no-no

Step 4: Direct traffic flow

Step 5: The writer

Step 6: Keep the ball rolling

Article marketing today

The Internet and Article Marketing

To market or not to market that is the question

What in the world is article marketing, and why would you want to market an article anyway? Who is in the market for an article? If all this jibber jabber about article marketing has perplexed you, you are not alone. Very few average men or women have any need to know about 'article marketing' much less actually do it.

Yet, even if your daily work requires absolutely zero knowledge of article marketing, how do you still feel affected by the power of knowledgeable and successful article marketing. To a great extent the media world around us is shaped by article marketing and the ripple effects thereof.

In today's fast paced technology driven world, most people who do know a bit about article marketing will connect it most prominently with the internet. This is an accurate connection, but not the only role article marketing plays in our multi-media world.

The nutshell explanation of article marketing is very simple. Article marketing is advertising of the most sought after type: it is free and it is effective. It is also a rare creature in which no one has to be on the losing end of the deal for it to work. Article marketing at its heart is a win-win situation for all invested parties.

In terms of article marketing implementation, it is a very useful tool and often associated with dotcom ventures. Yet the internet is neither the birth place nor the only avenue where article marketing thrives.

Across the centuries

It might be difficult for many with their internet savvy article marketing skills to believe that this tool did not dawn with the internet age. Article marketing is almost as old as the printing press. The printing press made mass media feasible, article marketing followed closely on the rising tide swollen with ranks of newspapers.

With each new advance in communication and mass multi media, article marketing has been there to ride the crest of the new tidal wave as it swept along. Why should this be the case? Why should article marketing become so entrenched as mass media broadens its reach? The answer to article marketing's success lies at its very conception.

Article marketing at its heart is a win-win situation for broadcasters of media machines as well as the business who harness its power because it provides a valuable solution to basic concerns of all parties involved.

Think about it from the point of view of a media tycoon: a new media medium has opened with the potential to reach into millions more homes and lives. What good is this new advancement if the producers of that new media have nothing of value to share? No

Article Marketing for Traffic

one will care, tune in, read, listen to or watch this new media outlet if they don't find something of value and interest to themselves and their lives.

The search for quality programming and content is the universal concern of multi media agents across the globe. The need to fill paper space may have begun with the advent of the printing press and mass media, but that was only the very infantile beginnings. Sassy, pertinent content has and always will be king no matter if your media source is a high school newspaper, network television or an internet pod cast.

Content is what draws public attention and holds it. Without a stable base of circulation or viewership there is also very little opportunity for the media masses to attract advertising dollars. So in a very real way quality content is what drives advertising revenue as well. To this end persons with interest in media outlets are always on the look out for new content.

How does this need for new content create a winning situation for the savvy business man or woman? It is simple. It creates an opportunity to meet the business owner's basic needs with little to no out of pocket cost. What is this most basic need common to any person wishing to sell goods, products or services? Advertising.

Any business without proper exposure is doomed to failure. You might have in your store a real life miracle pill that is guaranteed to cure cancer. This product would make any person incredibly wealthy, but only if customers know where to find you.

The quality or value of a business's goods, products or services is often secondary to the larger need to let consumers know where to find them. Bottom line: if no one knows you, or that your store or products exists, how can you possibly ever hope to make a sale much less sustain business?

The need of mass media for new ideas and content is endless. A business person's need to let large numbers of consumers know about their offerings will make or break them. Put the two needs together and you get article marketing. It really is quite a logical solution.

An example of article marketing in action might be something like this: A business person whose offerings include swim wear would write an article for the local news paper. The article might cover topics like getting in shape for swim suit season, or the best places to get wet in the local area, or hot trends in swim wear.

This article is then submitted to the newspaper and published without asking for payment for the article. The win situation for the news paper is free content pertinent to the season, their local area or interests of their customers.

For the swim wear business the winning scenario is not that the article is encoded with subliminal messages pointing readers to their store. The free advertising is much more overt than that. The news paper will credit the article to the author. All the business

Article Marketing for Traffic

person does is include the name of their store and contact information in the bi-line where the author's name is listed.

The media outlet gets quality content free of charge. The free content not only saves them the cost of paying for content elsewhere, but also holds the promise of increased circulation or ratings shares which leads to more advertising dollars coming into their pockets. For the business person article marketing is the best kind of advertising: free of cost and effective. The free advertising will boost their public profile and sales in turn.

Article Marketing and Cyber Age

In the cyber world of internet media sources and e-commerce article marketing works much the same in principle. There is however an added layer to the onion when article marketing is discussed in terms of the internet. In addition to creating a free source of content and advertising, article marketing when done right can also drive search engine rankings up. The added element of search engine optimization makes the stakes much higher.

The win-win free content advertising and potential benefits to SEO are not the only prized carrots article marketing has to dangle. Niche marketing directed to already interested surfers and backlinks (reciprocal links, inbound links,) and submission to RSS feed can create hundreds of links.

The Bio Box

In traditional print type media, almost all articles are tagged with a bio box. This bio box yields specific information about the writer. In a newspaper or magazine usually the information is the author's name and maybe title or other qualifying information about the article.

In the online world of article marketing the bio box still exists. This is where you identify yourself, and your web address. Hence the bio box literally becomes the doorway from the article directory to your site. To make the most of this door the article must be enticing enough to pull the reader into your site.

Take me to your RSS feed

The RSS feed is perhaps one of the most effective ways of creating hundreds of legitimate links to your site. An RSS feed is like a news letter, or a news group.

An RSS feed is subscribed to by individual surfers interested in one topic or another. Web directories then bundle together applicable articles of good quality that are current and newly published to include in the RSS feed. This bundle of articles is then sent to any and all subscribing members.

Article Marketing for Traffic

This means your article; links to your article, reviews and summaries of your article are beamed directly into the laps of people wanting information about your topic. You don't have to wait for them to find you. Being included in an RSS feed means your article will find its own way to willing and interested patrons.

The benefit to you is significant. All you need to do is write quality content and submit it to an article directory.

Niche marketing

Niche marketing is and always has been one of the trickiest businesses to conduct either on or off the internet. This is because the products are usually of such a nature that not many people want or need them. The consumer base is very narrow.

Article marketing is powerful in overcoming the limitations of a small consumer base. By writing articles that establish you or your site as a reliable authority in your niche customers can't help but be drawn to you. Everyone wants to do business with an expert. Well written articles can establish this reputation for you in your chosen niche.

In addition to making your site an authority, niche article directories exist that attract large numbers of consumers seeking information or products in your niche.

Traffic can be good

The best aspect of article marketing is the potential to create inbound traffic to your site. This is the ultimate goal of all who work online. You want clicks to your site. Article marketing can secure them for you.

The bottom line for your bottom line

All this work and toil creating articles for publication on a site outside your own may seem like a waste. Yet it is not. True content is king, and any content you give away for free to another source may seem at its surface to be foolish. Yet there is much to gain.

The e-commerce businessman has much in common in a businessman entrenched in a physical retail location in this venture. No matter how brilliant and unique you think your product might be, the internet is teeming with websites selling very similar products. The competition is very stiff.

To this end article marketing may become your best tool. Even though you are giving away content, the investment will come back to you tenfold, especially if your content is good quality stuff.

Article Marketing for Traffic

Benefit number one for your site is increased circulation of the message of your products, wider knowledge of where to find your site, search engine optimization and back links, and the development of your site as a credible authority on your given area of service.

The first step to getting a sale is convincing a person that they really have a need for the particular products you offer. Why would anyone buy something they thought had no value? The very most basic economic rule is supply and demand. Article marketing is a great way to create demand for your services.

Compelling articles that catch and hold a web surfer's attention create this demand. They tell others, who in turn ride the cyber waves of the internet looking for more information about what you sell. This creates a buzz and soon that buzz will swarm your site with buyers seeking your products.

You may be asking yourself, "How does this buzzing hoard find my site in the vastness of cyber space?" Again article marketing done right is the answer. Your articles full of content catchy enough to create this buzz also contain a bio-box. This bio-box points directly to your site.

Quality content is never wasted, even when published by someone else. You are the author. Your name, brand and web address are inseparably connected to every article you write. It is not difficult for even the most novice of web surfers to click from an article they like directly to your site.

The article's bio box is not the only route to your e-store created by article marketing. If your articles are of the kind of caliber likely to create a buzz then other sites will want a piece of the action. This means back links from their sites to yours. There is no need to worry that competitors will snag your customers.

Competing vendors will not want their sites in direct comparison with yours especially if your content is as good as that in your articles. The backlinks come from other complimentary sources. For example article directories will want your articles and ask to link to your site. Quality articles are sent to RSS feeds, which has the potential to create hundreds of backlinks almost literally over night. Bloggers also may link to your site wishing only to spread the information you have to share.

All these backlinks are bound to pay off in more ways than sending customers to your e-door. As traffic to your site climbs, so will your search engine rankings. As your search engine rankings climb higher traffic to your site is again increased. This is the kind of vicious cycle that only stands to benefit you. It is also likely to continue as long as your content both within your website and the articles you market are fresh, applicable, and of great quality.

To this end article marketing is a shortcut to organic search engine optimization (SEO). SEO is perhaps the golden ring of internet prizes. Any business that finds itself on the top ten of a search engine's results page has an edge over all their competitors. Think

Article Marketing for Traffic

about it, when you visit a search engine how often do you even glance at those websites listed beyond the first page? For the great majority of web surfers any web site listed outside the top 10 may as well not even exist.

With traffic internet speeding to your site with an ever increasing rate your site is set up to become a well known and accepted authority. This is great for you. In the material world customers generally are most comfortable visiting stores they know and trust stocked with products they know and trust.

The internet is no different. Using article marketing to let people get to know and trust not only your product but you as the vendor of that product is only going to help you. The bottom line is that article marketing is very beneficial to your bottom line. The bottom line is why you are in business in the first place.

Article Marketing: A basic how to

Now that you know what article marketing is and how it can be a very powerful tool to create ecommerce success most likely a few more questions come leaping into mind. How can I do this? Where do I submit articles for best success? What kind of articles work best? There are also more practical concerns like finding the time to write, or an inability to write the content yourself.

Knowing what something is rarely gives enough information to harness it for your use. It would be helpful to know a little more about the mechanics that will make it useful for you and your business. Fortunately article marketing isn't rocket science. A few simple tricks of the trade are enough to launch any web master successfully into the world of article marketing.

The First Step: Kingly Content

First things first, before you can get to the nitty-gritty of article marketing a few decisions need to be made. One of the very most important of article marketing happens to be the lowermost rung on the ladder. Before you begin to churn out content you need to decide exactly what your message is, how many voices you want your message to take and how to present yourself in a way which will be pleasing to you and enticing to your customers.

To determine this take a long hard look at your business model, the products you sell the value found in them and how they could and should fit into the lives of your customers. Knowing what you want to say makes the creation of quality content that much easier.

Content is and will forever be the supreme monarch of the internet world. The average web surfer spends less than 10 seconds per website they visit. What determines the critical difference between a brief visit never to return and a visit resulting in a well used bookmark? The answer is content. Web sites with great content snare their readers in the first 3 seconds of their entrance to the site.

Article Marketing for Traffic

Once you know what your articles will be saying you need to make sure the content of your website is consistent with the content in the articles you will be marketing. If there are inconsistencies in quality, or conflicts in information your efforts will be vain. The internet customer is savvy and unforgiving.

To this end article marketing is only half of the story. Rule number one is always walk the walk and talk the talk. Your site needs to be every bit as edgy and up to date and fresh as your article marketing efforts or your success will be short lived.

Only after you know you what you want to say, and your own website is up to snuff is it time to dive full force into article marketing. Make sure the articles you send out have a bite to them. Controversy is great, but don't be confrontational it burns out fast. Edgy and current ideas always create a demand for themselves.

The articles you write should be specific to the goods and services you offer for the backlinks created to your site to achieve optimal effect. Be sure, however, that your articles are not too forceful. No one likes to feel the pressure of a dogmatic zealot, even if the zealot is only trying to sell a child's toy. Have the mood of your articles match the message of your products.

Avoid the temptation to allow your articles to become littered with keywords. The idea that overloading content with keywords and products pointing to your site has long been devoid of any validity. Keywords are important and you should have created a lengthy list in the initial review of your site and desired content. Keep your eye on the ultimate goal, but don't fixate on keywords.

Instead focus on quality writing. If the article is tedious for you to read or write then your potential customer will most likely feel the same way. Put keywords in the title and then use them naturally throughout the body of the article. Articles written in this manner are of a much more interesting and are more effective at catching and holding the reader's attention as well as securing positive search engine reviews.

Side note to content: PLR and article spinners

Another place to get quality content is through the use of private label rights. To put it in a nutshell, PLR is the right to resale, or reprint content or change content. You can sell the rights for you own articles to be altered or reprinted on other sites or in turn you can purchase the rights to reprint an article that has already been posted on another website.

If you have good luck generating compelling content on your own you may never need to reprint an article from another source. But that is one option available to you. Just be sure that the article you choose to reprint has not already saturated the internet. If it appears on every other webpage you visit then it will not have the impact you desire.

To select a good article for purchasing private label rights to, seek well written, factual articles that appear on sites that are not well known. If you take a quality article from an

Article Marketing for Traffic

obscure sources and reprint it on your better known site your customers may never be the wiser as to the real origins of the content.

If you are the author of your content it is also possible to sell permission for your content to be reprinted elsewhere. This usually has little advantage to you because there is no bio box or any other credit pointing to your site. If you sell the permission for your content to be reprinted it becomes the property of the purchaser to do with as they please.

Article spinners have also sprung up in the past few years seeking to fill the never ending need for new content. An article spinner is a software program whose function is to take one article and morph it into a different article. The thought is to get multiple pieces of content only writing one article.

The advantage is getting the most bang for you buck with each piece of content. The time and money savings can be very appealing.

The cons are big, and need to be considered. Most article spinning software relies on simply substituting words within the original article with synonyms. This can work, but often changes meanings and results in content of lesser quality.

The use of an article spinner is also deemed to be somewhat shady. Some less than scrupulous web masters use article spinners to steal content without permission and make it their own.

Step Two: Get the Article Out

Getting the articles into cyber circulation is critical. Fabulous content hidden on the hard drive your personal PC will not profit your business one red cent. Where should you send your content?

The answer as to where is not as simple as it may seem. Most people would reasonably state that for maximum exposure the articles should be submitted only to the Article Directories who have the best SEO standings.

This is the logical conclusion, but not necessarily the most lucrative one. It depends to a great degree on what your products are and the kind of customer you are hoping to attract. To this end, submitting your articles to the list topping article directory at any search engine might not be in your best interest.

There are many types of article directories. Two of the most notable types are the better known article directories that are loved by search engines. These big article directories may provide quicker results because of their popularity, but they are also much pickier about the articles they accept.

The stricter rules and article snobbery have nothing to do with a superiority complex. They have a certain standard they must maintain if they wish to stay on top. When

Article Marketing for Traffic

surfers come to them expecting the best, the article directory better be able to deliver or their rankings will suffer.

The pay off for them for the hard work of getting to the top is that they are well known and even novice internet surfers can find them. This means broad exposure for you. You can really get the word out about your site and services.

The second type of article directory to look at is often much smaller and less well known. The advantage it offers is very real though. It is a niche directory. Niche directories only accept articles on specific topics, products or services that relate to their selected niche.

The advantage to using a niche article directory is that the people who visit them are doing so because of a genuine interest in what is there. These customers are more motivated. Your aim is not convincing them they need your product, nor trying to educate them as to what your product is. They already know. The aim then shifts to simply getting them to come to your website and spend their money.

To determine whether you should go with the most popular web directories or a more obscure Article directory again take a look at your products, website and customer base.

Is your product a very specific or specialized one that appeals to a fairly limited selection of the consuming populace? Is this narrow slice of the consumer pie keeping pace with your business model and goals? If it is, then choosing an article directory that specializes your product or products which are similar and complimentary might be your best option.

Specialty article directories usually don't have as high standings in search engine listings because their appeal is not so broad. Yet this is the optimal place for many products that are of a specific nature. A professional seeking specific tools of the trade will be more likely to narrow their search by looking in a place they know targets their unique needs.

If however your product has a broader appeal, or if your goal in article marketing is to expand your consumer base to persons who wouldn't ordinarily think of your services, a specialty article directory is not for you.

Popular and well known article directories are easy to find. Their web addresses top search engine results. They draw in vast amounts of internet traffic and redirect them to you via your Bio-box, back links and RSS feeds.

Lastly, no matter what your goals are, and where your initial submissions are sent, you do not have to stick with one article directory for the duration of you site. It is also no sin to duplicate your efforts by submitting articles to more than one article directory at a time. The goal is to get the word out, and using as many venues to display your message as possible is not a bad idea.

Step Three: a No-no

Article Marketing for Traffic

Using multiple article directors is a good idea, but it naturally leads to one of the first pitfalls of article marketing. Don't submit the same article to multiple sources. This is a quick way to end your foray into article marketing with disaster.

Remember the main advantage for an article directory to publish your articles is the access to free content. Next, don't forget content is the absolute internet KING. Two timing content is not taken kindly.

When you submit to more than one directory source you need to be sure the articles are different. An article directory may ask or allow another website to reprint your content, but this is their call not yours. You need to allow them that leverage or lose their favorable opinion, standing and possibly your access to publish with them.

This makes it important to create loads of content. It is not as complicated as it may seem. A good writer can take one article and by changing it up a bit create several more articles from the first one. The articles don't have to be completely unique in words and voice, just not exact duplicates of each other.

Step four: Direct Traffic Flow

Article marketing is useful in not only getting surfers to the front steps of your website, but also in the back door, basement and other not so well known places within your site. Write articles that pull readers to specific spots within your site, not just the home page. There is no reason why the link in your bio box can't point to a page on your site which is more directly applicable to the article you have written.

Accomplish this by getting critically topical. Write articles about where you want your surfers to visit. These articles literally serve as traffic directors pointing out specific areas of your site. Pull people where you want them with the articles you send out.

Pointing to the first page of your site often misses an opportunity. To effectively direct traffic on your site via articles, create links in the article that place people on the specific pages of your business that interests them most. Most home pages are broad in their scope: telling customers about all the services found within. If I want a scrub brush, I might not care about anything else. Instead of linking to your home page, have your articles on 'Scrub brushes 101' take me a page on your site where I will see nothing but your scrub brush offerings.

Step Five: The Writer

For some, knowing how and what to write and where to send it once it is written is the least of their worries. Writing articles takes time and a certain amount of skill that some persons for one reason or another lack. Webmasters and business persons often have much more on their various calendars than they are able to meet. Adding the need to write copious amounts of new content regularly might not be in the cards.

Article Marketing for Traffic

This does not place article marketing out of the running for you. There is no rule that says you have to write the articles yourself. Outsourcing the writing is a viable and often lucrative alternative.

Outsource the writing if you can't or don't want to do it yourself generally costs 2-3 cents per word. Even more experienced writers or companies serving as middle men offering writers and guaranteeing the quality of their work are only slightly more expensive at 6-8 cents per word. The savings in time and the pay off in quality content supply is well worth the investment.

Remember the writer works for you. They write articles according to your specs and you get full credit for them. This means even though you never entered a key stroke, once the content is submitted to you it is yours alone just as if you had written it.

To find writers search webmaster forums for content creation, and ghost writers. There are also companies which specialize in providing webmasters in need of content with freelance writers. The choice is yours.

Just to be certain you are getting what you paid for, high quality content, take the role of final editor upon yourself. You will want to proof read each article before you submit them. Tweak or rewrite or reject the articles if needed in order to suit your needs.

Step Six: Keep the Ball Rolling

Once you have done all the work to get article marketing up and running for you it is a foolish assumption to think the positive results will continue if you don't. You need to keep fresh articles coming as long as you want to ensure your website's traffic flow and search engine index ranking is high.

The biggest mistake made with article marketing is lapsing into lazy web master habits. If you have the content-- post it. Don't be tempted to save content or become complacent and put off posting until later. Likewise don't forget to post, repost and then post again with new content. Sales, clicks and index ranking will all rise and fall with the amount of new content pointing to your site.

Article Marketing Today

As the internet grows and evolves some claim that the premises of article marketing become obsolete. A dead phantom of what was once a great resource. This is not the case. Article marketing is one of the most adaptable business tools of all time.

It made the leap from it's origins at the time of the printing press to the technological world of the internet. Changes in the internet itself have not been so drastic as to kill its significance. In many cases the very driving force of the internet: content, will always keep article marketing alive and powerful in one form or another.

Article Marketing for Traffic

Brian Collins

Membership Max

<http://membershipmax.com/complete>