

**How writing simple,  
free articles can open the "flood  
gates" to visitors, sales and money  
on your website!**

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***A complete, step-by-step roadmap for Unlimited  
FREE traffic using  
Articles!***

**<http://www.tinyurl.com/5j64fw>**

1. Why is article marketing important?

## **2. Profit getting and customer building article marketing**

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### **1. Why is article marketing important?**

Article marketing is the sharing of information. When you share information, you are also getting some benefits from it. The benefit is that you get the targeted customers that you wanted which will then resort to more profits for your business.

You may be thinking that article marketing sounds easy enough. It actually is, once you have understand its importance in your business.

Why is article marketing important?

They will give you long-lasting site traffic. How can that possibly be?

This is simply because website owners do not dispose of your articles once they have gotten new ones. What they do is that they put in into their archive sections. Whenever a visitor wants to read your articles, all they have to do is visit the archive part and they will get your articles there.

And since you still have the resource box printed in these articles, you will still receive the traffic brought by their visitors even though it has already some time before anyone got to browse through your content.

Blog authors are constantly in need of something to write about.

Nowadays, there is a large number of bloggers that are constantly looking for contents to write about. One of them may chance upon your article, find it interesting and even go as far as post them in their blog sites.

All you have to do is provide quality information on a specified topic and it will be syndicated by these bloggers once they need to update their blogs.

They get their content. You get your exposure.

Product developers need contents too.

Ezines and other forms of review subscriptions need some sort of content to go with what they are offering. If their theme is similar or somehow related to yours, they will try and reprint your articles to be put into their publications.

By using your article, they get will get more credibility to back up their own claims. When they do that, they are already considering you an expert on your field. If they do not, they would not be publishing your articles in the first place.

Again, free exposure for you along with additional credibility once it circulates around the Internet because of the subscribers of those newsletter or ezine.

You get instant authority as an expert on your field.

Like what was mentioned above, when other people begin to read what you have done, they will deem you as an expert in your business. They get to trust you enough to believe what you have written.

The link that is in your article adds to the credibility you are showing, Not only can they go visit your site and get to know more about you. They will also see more of what you have to offer. If they like what they see, they may even decide to avail of your services or buy some of your products.

Your articles get to be posted to forums related to yours.

As with blogs, forums are a means of interaction between people that have similar beliefs. Posting your article as a thread in answer to another is a means of adding more credibility on your part. By doing this, people will get to notice you.

If your article is unique and is unlike what they have read before, they might even syndicate them and put them on their sites. There is no telling how much people will get to read you and will want to have you posted on their sites also.

Articles are search engine-friendly.

If you primary goal is to achieve higher page ranks and better positions in the search engines, then article marketing is your thing.

It seems that search engines are very fond of articles. They like to put them up for the people who are always in search of information or data.

It is said that there is no better way of having visitors come to your site than having a good position in the search engines.

Are these reasons not enough for you to start and spend some time doing article marketing? Nothing can compare to what articles can do for your business.

What are you waiting for? Start your article marketing now and start reaping the benefits.

## **2. Profit getting and customer building article marketing -**

You may have heard this before but you are going to hear it again. Online businesses need articles in order to achieve two things; customers and credibility. With this purpose in mind, it is no wonder why article marketing has grown in numbers from the time web site owners realized their full potential.

The power of article marketing is not lost among the many internet marketing strategies being used today. In fact, it is one of the most widely used. People who have not known the value of article marketing before are now turning their full attention to it.

But your articles will not be read if nobody notices it. This means that you can say goodbye to free exposure and surging profits. This is only the start. You also must hold your readers concentration with good quality article.

What are some of the elements needed in writing a successful article?

Researching before writing.

When most writers write their articles, they only write about what they want to be written. This is really not an effective way of writing an article.

The most effective and suggested way to write an article is to write about a topic that your niche market is already interested in. To know what they find, you have to do your research.

Research should be done before writing the article. When looking for topics for your article, you could go to forums that cover your targeted market. Be keen in observing what people are talking about or looking for. The best thing to do is find a problem. Then you can write about solutions to that problem.

By this, you are showing your readers that you can solve their problem. When you help people resolve their problems, you will build up your credibility. Once this is done, profits will be next.

Title of your article.

Choosing a title for your article should be considered as one of the most important decision you are ever going to make. Your title will determine whether

or not your article will be read. Take the time needed to think of a creative and attention-grabbing title.

The kind of title to use is the one that grabs the reader's attention immediately and encourage them to read the content quickly. One of the more effective titles to use is to tell them about the benefits they will get when they read your articles. Readers tend to be more inclined to something they will benefit from.

The body of the article.

A lot of articles are filled with sales pitch or advertising. Readers are already wise to this technique. They drift away from the main purpose of providing information. These kinds of articles are deemed useless by readers.

Educating your readers is one way of assuring that your articles will be read. It brings more value to your content.

If you try to publish a poorly written article, chances are people will not read it. This will have an impact on your credibility and on any future articles you publish, so do it right the first time by educating them.

Article promotion.

If you want to make some profits with your article, you could try to promote your products or services at the end of each article. But you have to be certain that Make the product, service, or affiliate program is appropriate to the article. This is where most mistakes are made.

If you endorse a product, service, or affiliate program that matches with the article, your chances of getting a click through is very high. If you do not have a product or service that corresponds with the article, then it would be better if you find an affiliate program that does.

Article marketing can be an unstoppable profit producer, even if you or if you do not have your own products or services.

You heard it right. You do not have to have your own offering to take advantage of article marketing. All you will ever need are the three things mentioned above and you will be on your way to getting the audience you want and the profits you need.

These are the things that article marketing can do.

### 3. Article Marketing: What to do and What NOT to do

Today, businesses are now turning to the internet to conduct their businesses. If you are planning to create your own online business, it is important that you be more competitive than you have been before.

Many online businesses have failed because they did not have the competitive edge as some successful online businesses have.

What do all kinds of businesses need to promote their products?

Advertising

Advertising is considered as one of the life-blood of businesses. Building a business website alone cannot give you success. You need to market your website to enable potential customers to visit your website and consider buying your product or services.

If you thought of an online business, there are probably many other websites that offer the same products or services you sell. So it is important that you should make your business stand out from the rest. People having a chance to visit your website would probably like finding a needle on a haystack.

The point is marketing your business the right way to make it stand out from other businesses that is similar to yours.

Many new online businessmen make a mistake on spending so much money on advertising. These businesses often are doomed to fail. They spend so much money on advertising than what they earn.

This is where article marketing comes in.

Article marketing is one of the most effective ways or probably IS the effective way to generate traffic to your website and promote your product. The great thing about article marketing is that it's free. You don't need to spend anything but your time and effort.

What more can you ask for in advertising?

It's free and it's effective.

As you all know, traditional marketing will say to people: ♦ I want you to buy this product or service while article marketing will say: here's a product or service I want to tell you about. And hey, if you're interested, I sell these too, you can learn more about it in my website, and you can visit me at [www.♦♦](http://www.♦♦) It does not tell

people to buy directly, but explains it first and offer people the option to buy.

## **Article marketing is easy to do. However there are some do's and don'ts that you should be aware of.**

### Dos

- ◆ Write a short article. Write an article that is easy to digest and easy to understand. The shorter your article the better, although, don't make it too short that it doesn't deliver any information the reader needs. Write at least 500 to 700 word article. The point is that you have to summarize. Make an article that is to the point and you should also know what you're talking about.
- ◆ Present an article like a TV talk show. You might have watched talk shows, it's entertaining and informative. Write your article this way. Present a problem and present a solution for every problem you make. Readers will have a lot of questions about a product; it is important that you research what are their questions and find a solution for it. The questions that you should include are the frequently asked questions, burning questions that is interesting to read about.
- ◆ Include some tips on your articles. There are two types of tips you should include, the command tip, which tells people what to do and the mistake tip, which tells people what not to do or what to avoid. People like to be warned, it makes an article to have a more personal relationship with the reader.

### Don'ts

- ◆ Too many grammatical, spelling and punctuation errors. This makes you look unprofessional and can damage your reputation severely. To avoid these mistakes, read and reread your articles after finishing.
- ◆ Too much self promotion. Hype and bragging can be good for a little while, but too much of it can destroy your reputation. Remember that people doesn't like too much bragging. Avoid using ◆I◆, I've, I'm too much. try to replace it by we or research found. It's not as if you discovered fire.
- ◆ Too long. Articles that are too long can mean boredom; boredom means no readers; and no readers means failed article. An article should be easy to read and informative, if you researched about it you have to digest all the important facts and place it in your article.

◆ Bad Headline. Most readers often base the quality of the article by reading the headline. Bad headline means little or no reader. Think of a title that would catch the attention of a reader.

Writing an article is easy as long as you know the basics, follow these guidelines and you can be sure you'll get the targeted traffic you want in your website.

**Here's my question to you: Even if you're making sales from your website, are you *paying through the nose* for the traffic that gets you those sales?**

**Click Here**

[For a complete, step-by-step roadmap for Unlimited FREE traffic using Articles!](#)

It's a simple formula really - I'll tell you exactly how it works right now...

Step #1 - You write a 500 word article on a topic of great interest to a targeted audience and then...

Step #2 - You get a few of the tens-of-thousands of ezine publishers on the Web (who by the way need articles desperately) to run your article to their thousands of subscribers.

Step #3 - Of those thousands of people who see your article, some will click on your link at the bottom of the article, visit your website, and purchase your products (or earn you commissions by purchasing other people's products through your affiliate links.)

What makes this system even more effective is that, in many cases, website owners will also post your article to their websites (they're hungry for content too!), the search engines will index those pages, and you end up getting traffic for months -- sometimes years -- after you initially publish your article.

**Bottom Line: You continue to get traffic and customers from a one-time action!**

