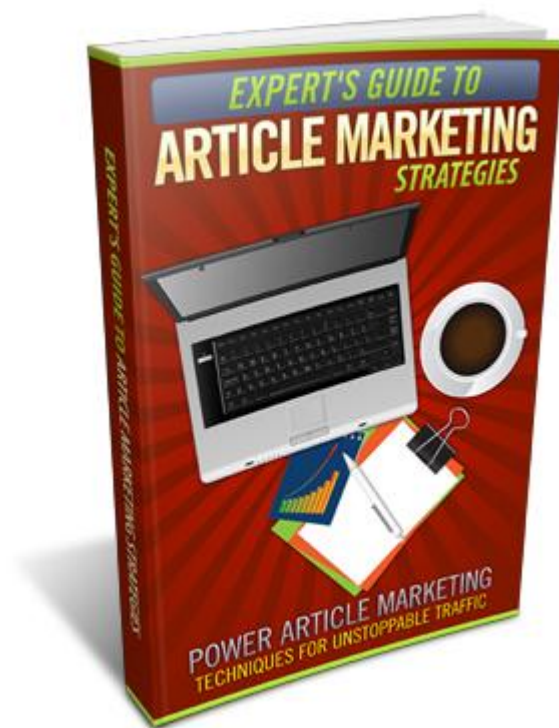


Expert's Guide to **ARTICLE MARKETING** STRATEGIES



**POWER ARTICLE MARKETING TECHNIQUES
FOR UNSTOPPABLE TRAFFIC**

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Why Use Article Marketing?

Article Marketing is effective in driving targeted traffic to your website because the readers will see you as an expert when they read your article either in a magazine or online.

Since you've gained their trust by showing how knowledgeable you are, when they visit your website via your resource box, they're more likely to buy from you than a complete new visitor.

As well gaining the readers' trust and branding yourself as an expert, an important benefit of submitting your articles online is that there is more chance of people finding you on the search engines and therefore visiting your website.

If a person is searching for 'cure for baldness' and it is one of your articles' title, there is a chance that your article will appear high in the search results.

So the more articles you write, the more chances are of people finding your website on the internet.

Another major advantage with using articles is improving your search engine rankings. Since a lot of websites may publish your articles and you have links to your website within the content, you will gain a lot of back links.

The quantity and quality of back links to your website, is considered important by the search engines and determines how high up your website will rank for certain terms.

Article marketing works in bringing you targeted traffic but there is much more to what you can do with your article.

In this book, I will discuss the proper way to write an article and how to leverage each one to get as much traffic as you can. Many marketers don't know these tricks.

Define Your Purpose

Before you write an article, know what the overall purpose is.

For example, if your squeeze page has a report on choosing life insurance, then your article will need to give valuable insurance information to the reader and make them believe they need life insurance and are willing to download your report.

Article marketing is not just about providing good information to readers. It's also about making them feel they have a need for something, and that you can fulfill that need.

Using the life insurance report as an example, you can write an article about tragedies happening to families where the bread winner has an accident and can't work for a lengthy period of time.

The conclusion of the article is that if only the person had bought the right type of insurance, their family would not be in the financial mess they are in now.

You have now affected the readers emotionally and have got them worried. When you offer a report about life insurance that seems to solve their pain, they will want to subscribe to it.

Read the example which I've just mentioned. If every article you write, is based on a purpose, you will see a huge improvement in responses.

Don't write an article just for the sake of providing good information. Make sure your article worries the reader and offer them a solution at the end. Make them visit your website or sign up to your list.

Next I will explain how to write your article to achieve this.

Writing Your Article

After you confirm the purpose or the angle of your article, you now need to research on what keywords to write on. One of the benefits of writing articles is having them rank high in the search engines for your keywords.

You need to find good keywords and place them in your articles. Preferably keywords that have 2 or more words.

For keyword research use the tools:

<https://adwords.google.com/select/KeywordToolExternal>

<http://freekeywords.wordtracker.com/>

Both these tools are free and are sufficient to do your initial keyword research.

When you have used all the keywords you want with your articles, I would suggest you to get a paid version of Wordtracker:

<http://www.wordtracker.com>

This online tool will help you find a lot of long tailed keywords which you can use with your articles to dominate the search engines.

When you write your article, choose one of the keywords you want to focus on and mention it in the following places:

1. title of the article
2. the first sentence of the article content

3. every 100-150 words you write
4. the last sentence of the article
5. as an anchor text in your resource box

This sort of informs the search engines what your article is about and what keywords it should rank you article in.

The Article Title

Your article title determines if the article will be read or not. Your keyword phrase needs to appear at least once in the title for search engine purposes. The title also needs to stand out and make visitors wanting to click and read the content.

Ask yourself if the title of your article tells the reader the benefit of reading the article and is it intriguing?

Is your title specific enough to get people's attention. For example "The Guide To Learning Internet Marketing" is not as specific as "7 Quick Steps For Learning Internet Marketing"

Placing numbers in the title such as "7 Ways To...", "\$845.73 profit" etc...are very good at attracting attention because it is specific.

Your article title needs to tell the visitor what benefits they will get if they read the article. Take a look at some of your junk email and pick out ones which you want to read. This means that they have a very good title.

Choose that title and make it into your own.

Since an article title is so important, spend 10 minutes writing a title with a particular keyword and then choose the best one. If your title is boring, then your whole article will fail because no one will read it.

One of the best ways to write an article title is to put the keywords at the beginning of a title followed with a dash.

So if you want to use the keyword “Nokia N97” then your title can be: “Nokia N97 – 10 Reasons To Buy Nokia N97”

You can see that I managed to repeat the keyword twice in the title.

The Introductory Paragraph

The first thing your reader thinks about when they start to read your article is whether the content delivers what is promised in the title. This is where your introductory paragraph does its job.

If the first one or two sentences in the article doesn't imply to the reader that your article will deliver what the title promised, they will leave.

The objective of the introduction is to reinforce that they have made the right decision in clicking on the article title and that relevant information is waiting for them further down the page.

Make sure the introduction explains what you are about to tell them and that it matches exactly what the article title advertises.

A good way to start an introduction is to ask a question or state a fact that interests the reader. This will capture their attention to read more.

Use phrases like:

“Would you believe it...?” and “It's shocking that....”

Treat your introductory paragraph like a teaser. Ask yourself if you read just the introductory paragraph, would you want to read more on what it's about.

Also Remember to place your keywords in the first sentence of your article for search engine ranking purposes.

Writing the Article – The Content

Before you start writing the article, write down a list of things which you want to explain in the content.

If the article is about 7 steps to so and so, then list out these 7 steps first.

If the article is a discussion, then write down 3 points for and against the argument. When the structure of your article is defined, it's much easier to write.

After the content is finished, make sure that the appearance looks clean and easy to read.

If there is too much text cramped up with long paragraphs, the reader will immediately feel a strain to read your article. If they're tired or don't have much time, they'll leave.

This doesn't mean that you need to write very short articles. What you need to do is write in short sentences and use short paragraphs.

For example, after writing your article, look to see whereabouts you can insert a new paragraph to make the article look better with more white space.

Another good way to write your articles is to place bullet points or sub-headings in the article. Put these throughout your content to make it more pleasant to the human eye.

When writing try to write in simple sentences that is easy to understand. You don't need to use complex words. Just get your point across and teach the reader something valuable.

The Concluding Paragraph

Your concluding paragraph should contain two things:

- reinforce the benefit your readers got from reading your article
- give them a call to action

When you repeat the benefits of your article, it reminds the reader that you have given them valuable information for free. They will know that they have gained from reading your article.

After they're reminded of how good your article is, you now need to tell them what to do next. This is a very important part of your concluding paragraph and it should be the last sentence.

If you're writing about plasma TVs, your last sentence could be “Do your research first and read up on reliable reviews before purchasing your ideal plasma TV.”

Since this is your last sentence, the reader will seem to have a task on their hands which they need to complete. What you are doing is leading them to your resource box which will give them the next logical step of what to do.

Treat your article like a sales letter. Lead the readers all the way to the concluding paragraph where they need to click on the order button which is the link in your resource box.

A lot of the times the author's resource box is not viewed and the link is not clicked. The reason is the concluding paragraph ended incorrectly.

If you give them a task to do after reading your article, the reader will have an urge to complete that task. They will logically look at your resource box and see if there is more information.

The Resource Box

Your article should be about providing good information to your readers. No kind of self promotion is allowed in the content as some article directories don't accept it.

Your resource box is your advertisement. It's the part of your article which you should check many times to make sure it's perfect. Your resource box is the only place in your article which you are allowed to freely advertise yourself and your website.

Take an hour of your time and brainstorm several versions of your resource box and choose the best one to use with your articles.

After the reader has finished reading your article, it's now up to your resource box to tell them what action to take next.

If you wrote your concluding paragraph properly such as ending the article with a cliffhanger or a task, the reader should be looking for more information in your resource box.

Therefore the first sentence of your resource box should be a call to action that satisfies their current need.

This is where a lot of people writing articles get it wrong. Their first sentence in the resource box is to tell readers who they are and what they do. Where in fact, they should be giving a call to action to the reader.

Face reality. The readers don't care that much on who wrote the article. All they care about is what's in it for them.

So if you mentioned in your concluding summary that there are more details to be found in your blog, then put a link to your blog in the first sentence of your resource box together with a compelling description.

Here's an example of a build up to a "hard to resist" resource box. Let's say that your article is about making money with AdSense. For your concluding paragraph, you have "To further increase your AdSense profits, you should learn how to create online content quickly."

Then in your resource box you can write something like:

"Download the report "How To Create Online Content, Fast" at <http://.....>" -
Your Name, Your Website

Your name is mentioned but it's right at the end of the resource box. You're still branding yourself.

Notice how the resource box above immediately satisfies what the reader wants. If they read the article and enjoyed it, they can't resist clicking on the link to download the report.

The conversion rate is very high using this technique but only if your article provided good information.

Remember your aim is to pre-sell the readers to look at your resource box for more information and then give them what they want.

Another important thing to do is to place anchor text in your resource box which should be the same keyword you're focusing on in the article title and content.

An anchor text is some keywords which you define that is clickable and links to a website. Placing anchor text in your resource box will help a lot in the search engine ranking of your article.

The following is an example of how to create an anchor text. It uses the words "plr membership" to link to <http://www.niche-empire.com>
<http://www.niche-empire.com/>
plr membership
<http://www.niche-empire.com/>
<http://www.niche-empire.com/>

When you create an anchor text, make sure that the description is still attractive for the reader to click on it. If adding an anchor text reduces the chances of the reader clicking through to visit your website then don't use it.

Ultimate Article Marketing Secrets

The following is the probably the most important part of this ebook. How to utilize your articles to get the most impact.

Writing articles is not hard. It's a skill of choosing the right keywords, coming up with a good article title, writing in an interesting manner, having a good call to action in a resource box and you're done.

What a lot of people don't understand is:

- what can they use the articles for
- how to leverage the articles
- how to promote the articles

I'll be discussing each of these points in detail so that you can make your articles more powerful. Yes here is where the marketing really begins.

What I'm about to reveal below are powerful techniques which you can use for each article you write. Too many people just write an article, submit it to the directories and then move on to the next one.

They've wasted opportunities to make each one of the articles a more powerful marketing tool.

Building Your List

One of my favorite ways of using an article is to build my list instead of sending them to a sales letter. Once they are on my list, I can regularly contact them and show them as many sales letters as I want.

A technique which I regularly use to generate targeted leads from my articles is to create a squeeze page offering a free report which they can download. This report has to be related to the article they've just read.

In the squeeze page, I place an ebook cover to make the free report more attractive and list out some topics of what's revealed inside.

Then I have an optin form which is created using an autoresponder service such as aWeber (<http://www.aweber.com>)

Readers of your article are very likely to sign up to your free report if it appears to give them better information than what they're read from your article.

With your free report, you can market your offers inside. Your readers at this stage are starting to get to know you. They've read your article, subscribed to your list and read your free report. They know who you are and are beginning to trust you.

Here's a valuable tip on using autoresponders. In the middle of the article mention to the readers that for more information on a certain topic they can send a blank email to your autoresponder ie. xxxx@aweber.com

Tests have shown that this technique is very effective in getting subscribers. Sometimes it gets more subscribers than the resource box.

Placing The Articles on Your Blog

There have been a lot of talk about search engines penalizing people publishing duplicate content. There are more and more proof that this is just a myth.

If you look at some of the popular article directories and blogs, they post a lot of other people's content yet they still rank well in the search engines.

With every article you write, place it on your blog or website first. This is content that you've written so it baffles me why you wouldn't put it on your website first.

Since it's your blog, you could write an introduction to this article and also some of your thoughts at the end. You can also place one or two images within the article to make it more attractive for the visitors to read.

Doing these small tasks will also make your article unique.

Don't forget that you can also place an affiliate link in your blog post which would not be allowed with the article directories. Place an anchor text link to the offer if it's to one of your own websites. This is good for search engine purposes.

After your article appears online in the article directories, make another post to your blog. Mention that you have a new article published and that your readers can reprint the entire article if they keep the resource box unchanged.

I would do this when your article is live at EzineArticles (<http://www.ezinearticles.com>). Giving a backlink from your blog to the article will help in its search engine rankings.

Increasing the "View Count" in Ezine Articles

EzineArticles is one of the best directories to place your article on. It does well in search engine rankings and they get a lot of visitors looking for good articles to republish on their blogs or websites.

It makes sense to always include EzineArticles as one of the directories to submit to after posting the article in your own blog.

But there is more you can do with EzineArticles to make your article much more powerful.

EzineArticles have a **Most Viewed EzineArticles** category. Basically articles which have the most views over the past 90 days, are listed here. If your article is listed here, you'll have lots of people visiting your website and your search engine rankings will improve.

Every article that is published in the same category as your article, will show the top 15 articles viewed. Your article gains maximum exposure if it's listed here.

Therefore wouldn't you agree it's a good idea to increase the view count of your article in EzineArticles?

You can do this using several methods:

1. Email to your list and tell them about your new article. Give them the EzineArticle link so that they click on it. The bigger your list is, the more view counts you'll get.

2. Putting the link on your blog. Your readers will click on and increase the counter
3. Submit your article to social bookmarking sites such as StumbleUpon, Propeller etc... If your article has a good title, it could get a lot of visitors.
4. Visit forums and post using a link to your article with your signature
5. Write another good article and use a link to your EzineArticle in the resource box.

If you do several of the tasks above, you should get quite a few visitors to your article. If your article has been search engine optimized successfully and is ranking well for one of your keywords, then your article will also get some visitors from the search engines.

The more you do, the more you will increase the view count and the more traffic you will get.

Creating A Cliffhanger

A good way to increase the click-through rate of your resource box is to have a “part 2” of your article as a follow up.

End your article by telling the reader that there is a part 2 of your article where they can learn such and such. Now this is irresistible. Your reader has just read part 1, they have to read part 2 as well.

Provided of course, that part 1 had good information in it.

The readers will now need to search for part 2 of your article. It creates a sort of suspense for them. The first thing they will look at is your resource box and lo and behold they see a link to part 2 of your article.

You'll find that the click-through rate for this kind of resource box is very high.

When they click on the link to read part 2 of your article, they should be taken to one of your squeeze pages asking them to opt-in to read the article as well as get access to your other goodies (further persuasion for them to opt-in).

After they subscribe, you can then show them the article on your web page and also sell them with other recommended affiliate products you have.

You can be very creative here. This is just one of many systematic ways to increase the income from your articles.

Tracking Your Articles

Not many article marketers track their articles. But if you do this, you'll be well ahead of them in making your articles more effective.

I advise you to start tracking once you begin writing your first article. You need to see which articles are giving you good responses and then look at those articles again and think how you can improve them.

You can track information such as how many people signed up to your different autoresponders which will then give you statistical proof on which articles generated the most leads.

This is valuable marketing information which you cannot buy from any book. They are your actual tests from your niche which tells you what is working for your business.

If a lot of people signed up to get a list of “recommended cake recipes for diabetics” you can sell to them with an irresistible offer.

Do you think this list will be responsive if you sold them a product on cooking for diabetics?

As well as the topic of your article, you can also look at the style of your writing. Did this particular style of writing generated a lot of signs up? Did a lot of people look at your resource box due to the different angle you took?

Take a look at your stats and see which articles are viewed the most and/or have high click-through rates. Once you find them, write more articles that are related to that particular topic.

You may find that a lot of people viewed a particular article but not many visited your website via the resource box. Compare it with articles that have a relative high click-through rate in your resource box and compare the number of views it has for that article.

With this information, you'll see what areas are working and not working for you. Your aim is to make every article have a high number of views and a high number of click-throughs.

You may be able to find some very interesting information such as the market is not interested in a certain topic. If this is the case, then there's no need for you to slave away writing articles about a topic no one is interested in.

How To Track Your Articles?

To track how many people signed up to your autoresponder just look at the number of leads you collected with your autoresponder account. As long as you create a separate list for each article, this is straight forward to track.

With every article's resource box, have a link to your website which is unique by putting a number after it.

If you use cPanel for your webhosting, it has a number of tools to check the statistics of your website. Take a look at what links on your website are visited the most so that you know how many click each article's resource box has.

With the autoresponder Aweber, you can also export your leads from a particular list and quickly see which URL they signed up from.

If you find from your cPanel tool that 100 people clicked on a link in the resource box from a particular article and 35 people signed up to your

autoresponder from that article, you will know that out of every 100 people that click on your link in the resource box, 35 people will sign up.

Now you can improve the different areas in your article and see if you can increase the percentage of people signing up to your list.

Submitting Your Articles

After you finish writing an article and you think you've done a very good job of it, you can spend a bit more time and submit it to several ezine directories.

The recommended article directories to submit to are:

1. Go Articles <http://www.goarticles.com>
2. Ezine Articles <http://www.ezinearticles.com>
3. Go Articles <http://www.goarticles.com>
4. Idea Marketers <http://www.ideamarketers.com>

Some article directories such as Ezine Articles have strict guidelines on how you should submit your article, so you need to pay attention otherwise your article will be rejected.

Don't forget that these article directories are viewed by many people looking for good content. If your article is good, people will start publishing them on their own ezines.

Visitors can search for the author name in the article directories and see all the articles you have published to the directory. So make sure that the

articles you produce are of good quality before submitting them to directories.

One of the services I recommend is iSnare. This is an article directory that will submit your articles to many places. The price for each submission is very cheap and I find them to be very effective.

You can check out iSnare's service at <http://www.isnare.com>

Putting Videos in Your Articles

Here's a secret technique to increase the click-through rate of your resource box. Have a link to a video which complements your article. It's common marketing knowledge that people respond more to videos than text on the internet.

Here's how you can implement videos as a way to entice the readers to visit your website.

If your readers enjoyed your article there's no way they will pass on the opportunity of watching a video that is related to the content they've read.

I've mentioned several ways to lure the reader to your resource box to visit your website. Make a note of these techniques so you can use them when needed.

Understand that we have our off days when our brain is clogged and we don't feel like writing. Having a checklist in front of you works wonders in waking up your creative side of the brain.

Expand Your Marketing

After using the techniques in this ebook, you will start to see an increase in traffic to your websites. The more articles you write, the more visitors you will get. This applies in the long run too.

One of the things you can do later on is to have your own ezine directory. When you've built up credibility and have many articles, you can place them in your own ezine directory where there's no need to stick to other directories' rules.

You can have your own affiliate link in your articles, promote your article on the front page etc....

Also let's say after 6 months you've written a hundred articles. You can group these articles and convert them into an ebook. Hire someone from a freelance website and get them to create an ebook for you with the articles you give them.

This way you are leveraging all the effort you placed in writing your articles. You can now create your own product with the articles you've written and make a nice income from it.

A note before we end.

You will see the true power of article marketing in the long run where you will get unstoppable traffic. You may struggle at first as you practice the techniques in this manual but don't give up.

If you use the techniques and make each one of your articles a masterpiece, there is no way you won't build a solid stream of traffic in time.

The key is to deliver good content and consistently work at it and promoting each individual article. This is a long term marketing method which is proven to work.

Resource

Article Directories

Go Articles <http://www.goarticles.com>

Ezine Articles <http://www.ezinearticles.com>

Go Articles <http://www.goarticles.com>

Idea Marketers <http://www.ideamarketers.com>

Keyword Tools

WordTracker

<http://freekeywords.wordtracker.com/>

Google Keyword Tool

<https://adwords.google.com/select/KeywordToolExternal>

Autoresponder

aWeber

<http://www.aweber.com/>

Getresponse

<http://www.getresponse.com/>