

Article Marketing

Expert knowledge means success

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Note: This publication has not been updated since it was last published. Some of the hyperlinks may have changed and may need updating. In addition, some of the information in this publication may be out of date.

Introduction

Article Marketing is “a type of advertising in which businesses write short [articles](#) related to their respective industry¹. These articles are made available for distribution and publication in the marketplace. Each article contains a *bio box* and *byline* that include references and contact information for the author's business. Well-written content articles released for free distribution have the potential of increasing the authoring business' credibility within its market as well as attracting new clients.”

Article marketing has been used by professionals for nearly as long as mass print has been available. In paper-print form (as opposed to online forms), article marketing is utilized commonly by business owners as a means of obtaining free press space. A local business provides useful content to the newspaper free of charge, and in return the newspaper prints the business' contact information with the article. Because newspapers and other traditional media are expected to present content on limited budgets, this arrangement is generally advantageous for all parties involved.

For example, an accounting firm may market itself by writing an article entitled "The Top 10 Ways to Avoid Getting Audited" and offering it to the local newspapers several weeks prior to tax season. Similarly, a roofing company may offer radio stations a concise article entitled "How to Avoid Ice Damage to Your Roof this Winter" shortly before the winter season.

Why use Article Marketing?

With the rise of e-commerce and online marketing, article marketing has made a move to the online world as well. As in traditional forms of media, online article marketing has served the dual role of providing publishers with essentially free content, and advertisers with essentially free advertising.

Article Directories

The website where an author can post an article is known as an *article directory*. The primary reason an author can post an article without cost is that the directory owner places advertising on each article page and collects the revenue generated from the advertising. The article directory site gradually gains in search engine popularity as more articles are posted, which benefits both the author and the directory owner with increased article views. However, unlike the off-line version, there are additional dimensions to article marketing online. Most notable among the differences is the use of articles for search engine optimization². Articles are written to target particular keyword [niches](#), and distributed to content publishers that cater to those markets. Authors are able to target their audience with informative content, sent to an already-interested group of readers.

Many online article marketers enjoy the low cost of this advertising venue, thus have written hundreds and some thousands of articles. One online article writer has written 12,900 articles! These prolific article authors also enjoy abundant [backlinks](#) (i.e., links pointing back to the business' website). When the articles are distributed via [RSS](#) (real simple syndication), the exposure to the authoring business and number of backlinks is increased greatly.

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Because of this, article marketing has been the victim of junk content over the past few years. It's important that article marketers be careful not to abuse the Internet and post dozens of useless content on the web just for promotional purposes; smart article marketers use scientifically proven techniques that dig deep into their own businesses and their readers' concerns and needs and tactfully persuades them to click through to their web sites.

Another article marketing option available is where the author can choose to take control of the advertising space on the page where his article is posted. With this option the author has the choice to either have no advertising to compete with the article, or to have control over the advertising on the page along with the revenue generated.

Search Engine Optimisation

Search engine optimisation (SEO) deals with the order in which web pages are ranked when keywords or phrases are typed into search engines. The higher a page is ranked, the more likely that page will draw a greater number of site visitors. For company websites, increased traffic often translates into increased sales, and article marketing has proven to be useful and effective for several leading Internet marketing ventures.

Reprint Articles

One method of SEO encompasses the idea that a website's rank in search engines will rise as it obtains more backlinks. Therefore, writing and distributing articles that contain a link to a business owner's website within the

bio box should result in more links back to that website.

Theoretically this process will increase that website's rank within search engines. This theory has led to a trend in online marketing toward writing articles solely for SEO purposes and are commonly referred to as *reprint articles*.

This trend has been matched by a wide selection of article marketing directory websites which accept, vet, and provide redistribution of such articles to online publishers.

Distribution of Articles

The free distribution of articles has, however, led to a large amount of duplicated content appearing on websites across the Internet. The quality of articles can also suffer as some authors seek a large quantity of backlinks at the possible expense of content quality³.

Article Marketing involves distributing original content (articles which you have written) via article repositories. The articles include your own information box, which can include between 1 and 3 links of your choosing. So, these would be links to your website and particular sections of your website.

You can control the links you include *and* the anchor text (which is crucial for SEO purposes) - so for instance if we want to promote the Better Business Focus⁴ area, we could include a link in our information section that includes the link to the right section with anchor text like "Better Business Focus - business advice for professionals, by professionals" - or something even more keyword-rich.

Web 2.0

Article marketing has become increasingly popular as a marketing method under the Web 2.0 generation of business on the Internet. Many subjects have gained popularity through viral propagation of articles via social networks such as Facebook and LinkedIn.

The sudden popularity of article marketing has caused an overall reduction in quality in many subjects, mainly due to individuals writing low-quality articles as a quick way of achieving exposure. Efficient use of article marketing as a form of promotion requires

invested effort in writing high-quality, relevant articles.

Top Ten Tips to make Article Marketing work for you⁵

One of the most effective ways to build your credibility, attain search presence and create quality backlinks to your website is through 'Article Marketing'.

Article marketing involves writing a series of well crafted, knowledgeable articles within your area of business expertise and publishing them not only on your own website but also in various high profile places across the Internet, in order to establish credibility, "Become The Expert" and help to increase your search engine positions.

However, there is a certain set of rules to help you to use Article Marketing to promote your services, products and website, so here are the Top 10 Tips on Writing and Publishing your own Marketing Articles:

TIP ONE: Don't Sell – Give It Away

– This type of article is not sales copy. The aim is not to sell your goods or services, but to give away your knowledge for free. Sounds crazy, but the more you give away, the more potential business you'll receive back. Demonstrate your range of knowledge and you'll see your online credibility building.

The more free knowledge you give away, the more people will see you as the expert in the field. When those people need what you're selling, they're much more likely to come directly to you.

TIP TWO: Tailor your Title

– Make your title alluring and attractive. Questions such as 'How to...' and 'Why' are good for attracting the reader's curiosity. Top Tens and Top Fives work well too. Try to place a key phrase within your title for maximum SEO opportunity.

TIP THREE: Paragraph

– Make your paragraphs short and to the point. Try to avoid paragraphs larger than five lines if you can help it. Think about

writing for Internet readers who like to scan for the best bits, so make it easy for them to read.

TIP FOUR: Keywords

– You should carefully and strategically plant your best SEO keywords or key phrases throughout your articles, but it's vital that they do not obscure the meaning of the sentences or make the article less enjoyable to read.

Don't make the article just about the keywords; just naturally allow the keywords or key phrases to be used throughout the article. Use a keyword tool to find the most relevant keywords or phrases to suit your needs.

TIP FIVE: Publish

– Internet publishing isn't like the restricted environment of printed media publishing. The Internet is a great democratic space that allows anyone to get published. When thinking about where you want to publish your articles on the Internet, start with your own website(s).

Next, stake out a few Article Directories such as EzineArticles.com and take a look at their article submission policies. Work out the FIVE or so article directories where you might put your work and make that part of your publishing process. Finally, look at the social networking or business forum sites and consider publishing your articles if their terms and conditions allow.

TIP SIX: Link

– At the very bottom of your article, you should add a backlink to your website. You can add something like 'For More Articles – visit XXXX or email name@company.com. Some sites do not allow this, so read the submission rules very carefully. Don't fill your article with links; the focus is the content, nothing else.

TIP SEVEN: Tasters/Hooks

– Some of the article directories allow you to put a short taster paragraph as part of the submission. This is great, but it's better to use that same taster idea elsewhere. Post a 'hook' or 'taster' paragraph up on a forum with a link to the article on your own website. Make the taster drive the reader to your site where they can become a potential client or customer.



Article Repositories

Article repositories exist for two reasons:

- to enable people to share content, and
- to allow people with websites to find relevant content for free.

So the idea is that anyone interested in an article can publish it on their website for free, providing they use your information box, including links. So article publishers not only get their content spread around the web, but lots of links too.

Doing this will create a backlink that will improve your SEO and since the forum will probably be optimised too, your article hook will come up on the Search Engines too. Writing a good taster means giving just enough information to tempt the reader into wanting to finish reading the article. So, when writing an article 'hook' it's a balance between giving too much or too little information away.

TIP EIGHT: Word Count

– Articles between around 300 and 1000 words are a good length for Article Marketing purposes. Too little and you can't communicate enough to build credibility. Too much, and the average reader will get bored and stop reading before the end. This will prevent them from seeing the link to your website. Don't waffle on; the length of the article need only be enough words to make your point.

TIP NINE: Topic

– Choose the kind of topics that people are likely to search for. Imagine that all people using a Search Engine are looking for a solution to a particular problem. Consider how you provide a range of solutions to potential customer problems. Write your article questions or Top 10s around those problems and solutions. When someone uses a Search Engine to find a solution, they should find your article as a potential answer to their problem. Topic choice should be driven by this philosophy.

TIP TEN: Outsource

– Consider employing an article writer to produce the high quality content you need. This can often save you time and money and keeps the flow of articles coming for as long as you have the budget to pay for the service. Not everyone has the confidence or ability to write articles, don't miss out on the value of article marketing just because you lack time, confidence or aptitude. When choosing to outsource your articles to a professional content writer, make sure that they demonstrate to you the ability to write on your topic area and always, ALWAYS choose someone whose English is better than yours.

Writing and publishing your own articles online will provide you with some very valuable exposure across the Internet. The more high quality articles that you write, the more potential traffic you could receive and the stronger your credibility will be.

Keyword Research

Randy Duermyer of HelpDocuments.com says that Keyword Research is important in article marketing.

Before you go about writing an article, you'll want to do some keyword research. Keyword research is the practice of balancing the popularity of a keyword or search phrase against the competitiveness of the keyword phrase. You certainly wouldn't want to spend a lot of time and money targeting keywords and phrases that no one is likely to use in a search. Likewise, if 80 million plus results come up when you search for your keyword phrase you may have a difficult time getting ranked for that competitive of a keyword.

Balancing frequency against competitiveness results in what SEO Specialists refer to as the Keyword Effectiveness (or Efficiency) Indicator (or Index), shortened as KEI. KEI is a number with two to four (and sometimes more) decimal places. Words that are rarely used in search will have a very small KEI (near 0) and keywords and phrases that are extremely competitive will also have a very low KEI. The higher the KEI the more likely it is that you can achieve top rankings for the keyword or phrase and it will be worth your while because enough searches are conducted to warrant giving the keyword some attention.

By knowing which keywords you want to focus on, the subject of your article will become apparent. Additionally you will know which words to work into your text (don't overdo it) and you will also use those keywords as the anchor text (the words clicked) for any links in your article or your resource box.

An Article Marketing Guide

Article marketing is a great way to promote a product, service, website or blog. The name says it all: article marketing means marketing yourself with articles and it's easy to do if you know how.

The Title

The title of your article is the most important part, **because that's what will grab the reader. The golden rule** is to tell readers what the article offers and tell them quickly - within the first three or four words if possible. **If you're writing about buying a second home**, then use this:

- *Buying A Second Home: Five Tips For Success* rather than
- *Five Tips For Success When Buying A Second Home*

The first tells readers straightaway what they will get from your article; the second focuses on the number of tips.

Source: www.dailywritingtips.com

Further Information

If you want to see what authors are writing about, you may wish to visit Articles Factory at: <http://www.articlesfactory.com>

This guide is for general interest - it is always essential to take advice on specific issues. We believe that the facts are correct as at the date of publication, but there may be certain errors and omissions for which we cannot be responsible.

References etc:

¹ This definition of Article Marketing comes from Wikipedia (<http://en.wikipedia.org>).

² Search engine optimization (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results. Usually, the earlier a site is presented in the search results, or the higher it "ranks," the more searchers will visit that site. SEO can also target different kinds of search, including image search, local search, and industry-specific vertical search engines. As an Internet marketing strategy, SEO considers how search engines work and what people search for. Optimizing a website primarily involves editing its content and HTML coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. The acronym "SEO" can also refer to "search engine optimizers," a term adopted by an industry of consultants who carry out optimization projects on behalf of clients, and by employees who perform SEO services in-house. Source: Wikipedia.

³ Source: Wikipedia

⁴ Better Business Focus is the monthly magazine for business owners and managers, published by Bizezia Limited

⁵ This section was contributed by Nikki Pilkington. If you are interested in Article marketing and would like to know more, please feel free to either email Nikki on nikki@nikkipilkington.com or call her on 0844 980 0404. Nikki is the 'public' face of NikkiPilkington.com, offering hints, tips and advice on various sites across the internet.

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