

ARTICLE MARKETING

Learn article marketing basics to boost your online presence and drive website traffic.

Command Guide



For Educational Purposes Only

@TalktoaNerd



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Table Of Contents

Chapter 1: What To Do With Articles You Write	5
Which approach is best for you?	6
Some Tips To Get Your Articles Read	7
Chapter 2: The Mechanics Of Article Marketing	10
Chapter 3: Writing Articles and Making Money From Them	13
Chapter 4: The Fast Way To Write Articles	16
Chapter 5: Using Article Marketing For Your Business	19
How does article marketing work?	19

CHAPTER 1

WHAT DO TO WITH ARTICLES YOU WRITE

Chapter 1: What To Do With Articles You Write

Do you enjoy writing articles for your website or blog? If so, did you know that you can use those articles as a way to make money?

You can. In fact, you may be surprised just how many options you have.

So, what can you do with articles you wrote? Honestly, you can do whatever you want with them. Why? Because you authored the articles yourself, making you the legal owner. If you opt for outsourcing, make sure you get exclusive rights. Despite the fact that you have freedom in deciding how you want to use your articles, continue reading on for a few helpful tips.

If you are a website owner and have a published website, add these articles to that site. This is recommended if you ordered or wrote articles that are similar to your website's main themes. Although any type of article will do, keyword articles are recommended.

They get picked up by the search engines. This means that you may find your website appearing on the front page of Google with applicable internet searches.

Articles that you wrote can also be used on a blog. What is nice about this approach is that blog postings aren't always expected to be long. In fact, some readers prefer blog posts that are around 200 to 300 words each. Many like to read blogs that get right to the point. This means that you can divide a longer article into two separate blog postings.

Articles can also be submitted to article directories. Unfortunately, this option is often bypassed, as some do not see it as a way to make money. Don't make the same mistake. When you submit an article to a directory, you get to include a link to your website or blog.

Other internet users can post your article on their website, provided your links are still attached. This is an easy way to spread the word and increase your website or blog traffic. Remember the more traffic you receive, the more you are likely to make money.

Articles can also be added to revenue sharing websites. These are websites

where you are paid for displaying your article online. You may receive a percentage of sales generated through advertisement clicks or affiliate purchases, but you may also receive a set page view bonus.

This approach isn't always the first that comes to mind, but you can utilize it. Remember, you wrote the article, so you can do whatever you want with it.

Finally, you also have the option of reselling your articles. You can create your own website where the articles are listed for sale. This is a great option if you can devote time to writing keyword articles on a wide range of topics or if you can hire an outsourced writer to help. There are also online marketplaces where you can post your articles for sale. This approach is easy and convenient, but watch for high fees, as they can cut into your profits.

Which approach is best for you?

It depends. Do you already have a website or blog published online? If so, add your articles to your website. Readers love fresh content and it helps to keep them coming back.

Submitting articles you wrote to online directories is a nice way to generate traffic for your website or blog. While you don't get paid for using them, the traffic generated can create income for you. As for how you make money, it depends on whether you are selling a product or relying on advice.

Revenue sharing websites are okay, but only if you wrote the articles yourself. Many people in your shoes would rely on outsourcing. If so, double check all outsourced articles. In fact, you should do this regardless of your intended use. Make sure the articles are truly unique.

In terms of revenue sharing websites, some will ban you if you display plagiarized content, even if you didn't know it was obtained illegally. In fact, that leads to an important point.

If you are given the opportunity to choose between writing your own articles and outsourcing them, doing the work yourself is best. Outsourced articles are nice, but your name and reputation is put on the line. Make sure all articles are written with quality and uniqueness.

Some Tips To Get Your Articles Read

There are many people who dread having to write papers or articles. Many just feel like it seems to be too much work and it all just goes to waste when no one reads them.

To some people, reading articles seems like work too, especially if the article is boring and very bland. Well, articles are supposed to be read, that's their purpose to impart your message and information. If it is not read then it is a waste of time and effort.

But all the same, articles have to be written to be read. It's just a matter of making them good. Making a good article doesn't have to be strenuous and straining. There are just some points needed to be reminded of, and some guides to follow. Once you get the hang of it, writing articles could be fun, as well as profitable for you and your site.

Of course, writing articles must be about something you know about, that's why if you own a site, you probably are knowledgeable about that certain topic and theme. When you write about it, you won't have a hard time because you already know what it is and what it's about. It's just a matter of making your articles creative and interesting.

To make sure that your articles get read and enjoyed, here are six red hot tips to get your articles read. These tips will make your articles readable and interesting.

- 1) Use short paragraphs. When the paragraphs are very long, the words get jumbled in the mind of the reader just looking at it. It can get quite confusing and too much of a hard work to read.
- 2) The reader will just quickly disregard the paragraph and move on to much easier reading articles that are good to look at as well as read. Paragraphs can be a single sentence, sometimes even a single word!
- 3) Make use of numbers or bullets. As each point is stressed out, numbers and bullets can quickly make the point easy to remember and digest. As each point, tip, guide or method is started with a bullet or point, readers will know that this is where the tips start and get stressed.

- 4) Format your bullets and numbers with indentations so that your article won't look like a single block of square paragraphs. Add a little bit of flair and pizzazz to your articles shape.
- 5) Use Sub-headings to subdivide your paragraphs in the page. Doing this will break each point into sections but still would be incorporated into one whole article. It would also be easy for the reader to move on from one point to another; the transition would be smooth and easy. You will never lose your readers attention as well as the point and direction to where the article is pointing.
- 6) Provide a good attention-grabbing title or header. If your title can entice a person's curiosity you're already halfway in getting a person to read your article. Use statements and questions that utilize keywords that people are looking for. Provide titles or headers that describe your articles content but should also be short and concise.

Use titles like, "Tips on making her want you more", or "How to make her swoon and blush" .You could also use titles that can command people, for example, "Make her yours in six easy Ways". These types of titles reach out to a persons' emotions and make them interested.

- 7) Keep them interested from the start to the finish. From your opening paragraph, use real life situations that can be adopted by the reader. Use good descriptions and metaphors to drive in your point, just don't over do it.

Driving your examples with graphic metaphors and similes would make it easy for them to imagine what you are talking about. Making the experience pleasurable and enjoyable for them.

- 8) Utilize figures when necessary and not just ordinary and insipid statements. Using specific facts and figures can heighten your article because it makes it authoritative.

But do not make it too formal, it should be light and easy in them and flow. Like a friendly teacher having a little chat with an eager student.

CHAPTER 2

THE MECHANICS OF ARTICLE MARKETING

Chapter 2: The Mechanics Of Article Marketing

Article marketing is a very cost efficient way of getting people to visit your site in the hopes that they will like your product or service.

In fact, there are many sites these days where you can post your articles and this is how things work.

Keep in mind that most websites have already posted what topics they are looking for. So before you submit your article, check if your work is relevant to what is being asked for.

Most websites set guidelines as to the kind of articles that can be submitted. This may include a maximum number of words, that the article is original and not copied from someone else's work, must have proper English grammar and so forth. Again, read the fine print before you submit your articles.

Some sites that you submit may reserve the right to edit your content while others don't. If this is their prerogative, there may be some changes to what you wrote and there is nothing you can do about it.

You don't get paid for any of the articles you post on the website because article marketing in essence is a free form of advertising and exposure.

The best thing you can get from submitting articles is that people will know about you and the product you are selling as you have a resource box at the bottom of the page which people can click after reading the article. The resource box includes your name, website address, contact number and email.

If the article you wrote is no longer relevant, this may be pulled out so there is space for other writers to post their own articles. This is the reason why you should review your articles regularly so you can add new information to keep up with the times.

So how do you publish an article? Most websites will require you to sign up and become a member. Don't worry because this is free and you are simply filling up the form to create an account with them.

For writers who are just starting out, you will probably be allowed to submit 10 articles first. Your article will then be reviewed by their panel of writers to check if the articles' authenticity. This may take a day or two but not longer than a week.

If this was original, then you will be notified by email that your article has been accepted. Should the allotted time pass and you haven't received any word from there whether the article was approved or not, send them an email to follow up the status of your pending article.

If you are able to submit 10 articles and want to submit more, you have to express your intent to do so and once approved, you will be able to send as many as you want as long as you continue to follow the guidelines that were set.

How things work in article marketing is very simple. You write an article based on a topic of your interest and then post it on a site that wants information pertaining to it. You may not be compensated for the hard work you put into writing the article but you can be rewarded in other ways especially if this creates more traffic to your site.

CHAPTER 3

**WRITING ARTICLES AND
MAKING MONEY FROM
THEM**

Chapter 3: Writing Articles and Making Money From Them

Are you looking for ways to make money online or from home? If so, you may come across article writing online. There are a number of different ways for you to make money writing articles.

Although writing articles can help you make money from home, it is not necessarily something that you should do on a whim. First, create a small business plan. After all, if you want to write articles for money, you are essentially creating a business. That business needs to be well thought-out to be profitable.

It is also a good idea to decide what type of articles you want to write, ahead of time. Are you knowledgeable on the subject of computers, cell phones, and software? If so, did you know that you can specialize in technical writing, which tends to pay more?

Do you want to stick with writing traditional web content or would you like to branch out to sales letters and press releases? To make the most money, you may want to consider trying all of these avenues of making money writing articles.

Next, you will want to decide who you want to write for. Do you want to write for yourself or for others? Know that each has its own advantages and disadvantages. For example, if you use your articles to create a website that will make money through advertisements, it can take up to a year or more for you to start seeing a profit. On the other hand, if you obtain clients, you should be paid within 14 days, on average.

You should also stop and think about how much money you want to make writing articles. Since you are able to write articles and work from home, you may be seeing huge dollar signs. With that said, like any other legitimate work-at-home opportunity, you will not get rich right away. Web content articles vary greatly. Some writers charge \$5 per page, while others can charge as much as \$50 for a page.

Determining your rate ahead of time is not required, but it will help to ensure that you are paid what you are worth. Yes, you can raise or increase your rates, depending on the projects in question, but do not undersell yourself just to find a

client who will pay you to write articles. After all, you want to make money, not lose it right? At the very least, make sure you are making your state's minimum wage.

If you opt to write articles for others, you will want to target either webmasters or SEO companies. Webmasters often look for article writers for content for their websites. SEO companies are hired by webmasters to market their sites and increase their search engine rankings.

Article writing is an important component of search engine ranking. Aside from outright targeting these individuals and companies, you can look for freelance job boards, visit freelance bidding websites, or create your own website.

If you opt to write your own articles, it is important to know that you have a number of different money making options. One of the easiest ways is to sell your content online. There are websites that allow you to do so, but these websites tend to take a percentage of the sale. There are also websites that either pay you outright or with a page view bonus for displaying your article on their website.

Another approach that you can take is to create your own website. You can use your articles to create a content filled website. For example, if you wrote articles on dog grooming, your website could have a generalized dog care theme.

Later on, you can add additional content, such as articles that outline tips for choosing a vet and so forth. With this approach, you can make money through advertisements.

As you can see, there are a number of different ways that you can make money writing articles. In fact, that is what is so nice about doing so.

You have the freedom to decide how you want to make money.

CHAPTER 4

**THE FAST WAY TO
WRITING ARTICLES**

Chapter 4: The Fast Way To Write Articles

Are you looking to make money by writing articles? If you are, you may be curious how you make the most money. Of course, you can find well-paying content writing jobs, but there is another approach you can take.

That approach is writing articles quickly, as you are able to make more money. On that same note, you must still be able to provide quality content.

So, how can you write quality articles, but at a relatively fast pace? For starters, give it time. If you are just getting started with freelance web content writing, it may take you a few weeks or even a couple of months to get into the “groove” of things. After time, you will learn numerous tips and techniques that can improve your speed, while still allowing you to maintain the same quality.

Another way that you can write quality articles quickly is to opt for projects that are on subjects that you already know about. This can significantly cut down on your research time. Do you enjoy exercising or do you have a passion for pets? Try finding writing jobs or write your own articles on these topics.

Next, it is important to reduce distractions. For example, do you find the internet to be a distraction? If so, temporarily disable it from your computer. This will prevent you from surfing the internet when you should be writing instead. Eliminating distractions will help to keep you working at a steady pace, which should allow you to write articles at a quicker rate of speed.

One problem that plagues writers is that of writer’s block. As previously stated, reducing or eliminating distractions is advised, but an outline can also help. Before you start writing, open up a blank copy of Microsoft Word or grab a notebook.

Write down the main points that you want to cover in each article. Creating an outline is nice, as it allows you to spend more time writing and less time thinking about what you want to write.

As it was previously stated, Microsoft Words is a great tool for writers. Although your clients may provide you with a form to submit your articles through or you may have another writing program on your computer, Microsoft Word is

recommended. They have a nice spell check program, which you should rely on.

Instead of going back and fixing your errors right away, let Microsoft do the work for you. Once your article is completed, you can simply go back and change the errors, which should be underlined in red for you. On that same note, be sure to proofread your article still.

Speaking of proofreading, if you are writing a series of articles, like 3 or more, you may want to write as many articles as possible and then proofread when you are finished.

This may help to reduce writer's blocks. If you get "in the zone," with writing, you may not want to stop. You may find yourself writing a number of articles at a very fast rate of speed. However, if you stop to proofread each article, your flow may be disrupted.

As an important note, many new writers assume that the quickest way to write articles is to rewrite articles they find online. This is a gray area. If you are writing articles for someone else, your client may ask for unique articles.

If so, it is okay to use the internet to research, but not to copy an article. However, some clients will ask for article rewrites. Most times, you are rewriting PLR articles, which the clients in question own themselves.

As highlighted above, there are a number of ways that you can learn to write articles at a quicker rate of speed. Although this will allow you to make more money, as you can write more articles, never underestimate the power of quality content. In fact, most clients will prefer quality content over content that can be produced in a rush.

CHAPTER 5

**USING ARTICLE
MARKETING FOR
YOUR BUSINESS**

Chapter 5: Using Article Marketing For Your Business

One of the most incredible strategies ever to be incorporated with online advertising is article marketing. It has proven to be the most cost-efficient and most effective of them.

By the term itself, you probably would know what this kind of marketing is about. By writing articles that are content-rich, you will be able to reach more people online. Not only that, you will be able to project a credible image to those who may have chanced upon your articles.

With the internet now reaching world-wide markets, there is a higher possibility of you getting the attention and interest of potential customers. This is what article marketing can do. If you have not been using this in your business, you are missing more than you know.

How does article marketing work?

Here is a guided tour on the step-by-step process of article marketing that will guide you on your way to achieving the kind of articles needed for your kind of business.

To start with, you need to premium a quality, informative and 300 minimum word article about a certain topic related to your business.

For example, if your business is about family living, you can write an article that delves on how to spend more quality time with families. Never write about something that is not even closely related to your niche.

After you have the content written, you can now include a resource box at the end of the article. The resource box is basically a brief summary about you, your business and with a link that goes right to your website.

Putting a link to your site in the resource box would be making it possible for many people who would get to read your article. This could essentially result in a large amount of new traffic to your site. Then it is time to submit your articles to as

many article directories as you can find. Over the Internet, you can find various article directory sites. There are paid and free sites.

If you are on a budget, you may opt for the free submissions being offered. But if you have money set aside for your article marketing, paying for the submission sites is also a wise move.

Whenever somebody reads your article displayed on directories, the link that leads to your site is prominent enough for the readers to be able to check them out once they find your article interesting. This way, there is a big probability of you gaining more customers whenever you find what they are looking for in your site.

There is also a chance that your article would get picked up by a printed publication, and the readership of the same would get to know the products or services which your business offers.

You should know that article directories are being displayed on various websites. They are seen by millions of people all over the world. This apparent visibility also makes it easier for search engines to index them.

The technique behind article marketing is back linking. Back links are links to your websites that you have somehow displayed on sites with higher page ranks. To put it simply, your site is basically sharing instant success with the sites you are linking to.

Getting indexed by search engines can be a long and trying process. Oftentimes, the result takes days or months before being acknowledged. There are even cases where, after waiting for a long time, the result you will be getting is not the one you expected.

This is the main reason why Internet marketers have resorted to back linking. You cannot get this instant online recognition in the shortest time and without too much effort anywhere else.

You can always hire a ghostwriter to write your articles for you if you cannot write your own articles or do not have the time for them. The price rate for writing articles is from 3 to 10 dollars.

With all the advantages being presented by article writing, there is no doubt why this has become one of the most often used Internet marketing strategies.

Try to do some article marketing for your site and see the positive results it will bring to your site.

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