

Secrets of Article Writing

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How To Use Articles To Generate Massive Traffic

In this short report, I outline the benefits of writing and submitting articles online.

Written by
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About the Author

Janet Simpson first went online in April 2006 when she built her first website. It was basic and simple. During the following 15 months, she found herself going around in circles trying to promote her site and increase her \$200 per month income.

Then in July 2007, BINGO! She got it right! In July 2007 she generated over \$500 that month online. This is when she dramatically changed the way she operated her website. She adopted a business model that produced results!

In August 2007 she doubled the previous month's earnings. That month she achieved \$1,047. In September 2007 she did it again, She doubled the previous month's income to \$2,874, and by November 2007, her online income was over \$5,476 per month.

She now manages several lists of enthusiastic subscribers. And it is her intention to continuously increase her monthly income using article marketing and list building techniques.

What Is Article Marketing

Article marketing is the process of drafting internet articles and forwarding them on for submission to online article directories. These article directories will publish your articles as content for their own websites. These article directories will also make available your content, i.e. your articles, as content for other web marketers' websites. It is paramount that your article contains a bio, which means biography. This should be included as a link at the base of your article.

This link is vitally important for the success of your article marketing, as without it, readers will not be able to find their way to your website. When you draft your articles, they must first be approved by the article directories for its content, grammar and spelling. So it is vitally important that you take great care when drafting your articles that you proof read them before submitting.

Articles are usually written between 350 and 450 words. Most article directories over the Internet will accept this number of word count. If the article directory accepts your content, it will publish your article on its website. It's not really that difficult to generate articles. It's just a question of following the individual directories' guidelines. Thousands upon thousands of articles are published every single day by various article directories. There are probably about 2,000 article directories online at the moment.

If your article is rejected, the article directory will usually send you an e-mail with the reason for its decline. You are then given the opportunity to edit and put right your article content. It could have been rejected because of grammatical errors. It could have been rejected because of spelling errors or it could have been rejected because the content doesn't fit in with the article directory. For instance, there are some article directories that only deal with Internet marketing. There are some article directories that only deal with religion. You have to check before you submit your article to any article directories that your content is appropriate.

When your article has been approved, it will be published online, and it will be shown on the search engines all over the world. Search engines will index and rank your article accordingly. Your article will then be available for others to read and for other webmasters to download as content on their website.

There are two main functions of article marketing. One function is to generate back links. With all the various websites using your article as content, more and more back links will be created and registered by the search engine spider. This will optimize your website and increase your ranking. The second main function for article marketing is to generate direct traffic. The more articles you produce, the more readers will click on to your website, see your offer and make a purchase. Article writing is amazing and, as far as I'm concerned, the only way forward.

Why Write Articles

Article marketing is becoming more and more popular each day. If you search the Internet, you will find hundreds and hundreds of website owners selling e-books and courses and CDs on how to carry out your article marketing. The reason it's become so popular is that it works. Why I adore article marketing is because of the following:

1. It is very effective at building traffic. I have found that my traffic has increased immensely because of the use of article marketing.
2. Articles can get read by hundreds, maybe even thousands of readers over the internet over a period of time. I have heard that some individual articles are read by up to 12,000 unique readers within a period of weeks. And because articles stay on search engine sites for the long run, an article you wrote, perhaps six, seven or even eight months prior can still

attract traffic.

3. Articles can get you to the number one spot in a search engine's ranking. With the use of articles and other techniques your website can figure in the top positions on search engines such as Yahoo. This is because a particular article is proven to be very popular.

So how can you do it? Well, first of all, you should write about what you are an expert in. If you don't know your subject very well, it will show through the content of your article. When you are structuring your articles, give as much detailed information as you can. You want your reader to read your article and have learnt something important about the niche that you are in from reading it. And when you are writing your articles, stick to one subject only. Address one particular topic in your niche.

Here are some things that you should do when you are composing your articles.

With your title, check the search engines to see if your title has been used by anyone else over the Internet. If your title has been used by someone else, then don't use it. Choose another title. This way, you can monitor on a weekly basis how many different websites are showing your particular article.

It's fascinating to watch the number of links to your websites grow over the weeks. When you are structuring your article, use plain and simple English. Make sure that your reader will understand exactly or precisely what you are trying to say. Write your articles so that they contain at least 400 words. An ideal number would be between 400 and 600 words, but 400 is acceptable.

Always, always include a link to your website at the bottom of your article. This is a link where your reader can obtain more information about the product or

service you have available and where your reader can develop a relationship with you.

The Importance of Article Headlines

You may or may not know that I am an advocate of article marketing. Article marketing is the creation of a short essay about one limited topic. That limited topic should be directly related to your chosen niche. I usually create articles of between 400 and 500 words per article. I believe the minimum word count most article directories will accept is between 300 and 400 words.

Now, if you want to draw a lot of attention, draw a lot of new visitors to your website, then you should use a headline that will attract your customer. A headline similar to this one.

The headline I'm talking about should go something like this:

'The 12 Most Effective Ways to Avoid the Credit Crunch';

'The 12 Easiest Ways to Avoid the Credit Crunch';

'12 Simple Methods to Avoid the Credit Crunch';

'12 Powerful Tips to Avoid the Credit Crunch';

'12 Cost-Cutting Ideas to Overcome the Credit Crunch'.

The secret to this type of headline is that it incorporates numbers. It states that it will give you such and such number of ideas or tips or methods or ways to do such and such. If you incorporate this structure into your headline, you will easily attract a lot of attention. If the headline includes an up-to-the-hour situation, i.e. the credit crunch, all the better.

An additional bonus if you want generate income is if you combine your article with Google AdSense or an eBay affiliate, you could generate revenue without

having to create your own product. This is a great strategy for those of you that have just started and have not created your first product.

So the key to writing articles for your specific niche market and gaining very good and high web presence is to write good-quality articles directed at your niche market. Find loads of useful information about your niche product, show the reader that you are an expert in your niche and that you know what you are talking about.

Then entice your reader to want to learn more about what you have to offer and what other information you have on your product. Entice the reader to click on your link, which takes them directly to your website. Learn this skill, and you will immediately have the know-how of directing good-quality traffic to your niche website. In today's market, writing well-written articles is paramount. Write your articles, submit them to good article directories and watch your traffic grow.

How to Make Your Article Powerful

An article that is powerful is one that is inspiring, attention grabbing, captivating, educational and creates trust. If you create articles with these characteristics, your articles will get read by hundreds of readers. They, in turn, will click on to your resource box at the bottom of the page. They will click on your resource because they want to find out more information.

So how can you create articles with these characteristics? Well, firstly, each and every one of your articles should be written so that they create the feeling of trust. Your copy should be honest, and you should use simple and plain language in your articles. It is very important that you write your articles as if you are writing to one reader and only that one single reader. Include loads of "you's"

and “your’s” in your copy. Eliminate words such as “we”, “us”, “one” and “they” from your copy. By doing this, you will connect directly with your reader.

A further method you should incorporate in your article writing is to include benefits and features in your copy. Let the reader know how they can benefit from doing the things that you suggest in your articles. Show the reader how their lives will be improved, whether it’s financially or otherwise.

When you are creating different aspects of your article, ensure that each point is put over using no more than three or four sentences. That way, your text or your copy is short, sharp and to the point.

When you write articles that entice your reader, they are compelled to want more information from you. And once you’ve built up trust between you and your reader, they will develop an insatiable appetite for all your products, be it an e-books, CDs, course or DVD.

So in future, before you put pen to paper, before you start your article writing, keep in mind that it needs to be powerful in order to achieve its goal.

Keyword Optimization

If you’re after higher page rankings on search engine results or if you want to achieve high numbers of hits to your site, then you should seriously consider keyword optimization.

To accomplish a higher position of your website on search results, you need to use search engine optimization strategies which involves including keywords and keyword phrases in the content of your articles.

I wouldn't say that it is impossible for you to succeed without keyword optimization, but you will find that it's a lot easier if you employed this strategy.

Having said this, you don't need to go mad, as in the process of drafting your articles, provided your articles are closely tied in with your niche, you will automatically be including keywords and keyword phrases in your articles anyway.

There are marketers who insist that you make your articles keyword dense. They suggest that a percentage of between 3-10% keyword density is a must, but I don't think you need to concern yourself with keyword density.

What you should focus on is that your draft articles are being read by humans and not by a computer system. Therefore, it is important that the articles read logically. It is also important that articles divulge valuable information and is enticing to the reader. If you focus too much on keyword density, you may find that your article does not make sense to the reader, and if this is the case, they will not continue to read the whole of your article.

Also, your articles need to be approved by article directories, and if your article proves difficult to read, then the article directories will not accept your copy. It will be rejected until it is corrected and resubmitted.

So provided your articles are written around a tight niche, using keyword optimization techniques will be easy. Here is what you need to do.

1 When you're writing your articles, ensure that you do not use your keywords too frequently. For instance, never use the same keyword twice in the same sentence.

2 It is important that your chosen keyword or keyword phrase is relevant to your website and to the content of your article. There is no point in having a title for your article that states you are going to talk about clocks when the main subject of your content is about alarms.

3 When you're writing your article, it is a good idea to include in the top half of your article the keywords that you wish to use so that the search engine spiders will find them. Search engine spiders do not usually search past the top half of an article.

4 Another point to remember is that you can use variations in the spelling of your keyword as well as using the plural version too.

There you have it. When writing your articles, it is important that you keep the theme of keyword optimization in the back of your mind, but there is no reason for you to go overboard. It will probably occur naturally.

Making Progressive Improvements

Hopefully by now, you are starting to see the importance of article marketing. Whether you are attempting to increase your search engine rankings by way of submitting to more directories or if you are trying to increase your direct traffic, the best way to do it is via article marketing. The funny thing about article marketing is, however, that the more you write, the better you become. Over time, you will make progressive improvements in your article writing skill and in your internet marketing skill too.

You see, my long-term article marketing goal is to produce 200 articles per month, and to do this, I need to generate 10 articles per day. I started with this goal last month, about four weeks ago, and to date, I am on target. What is your

goal? How do you intend to achieve it? And are you focusing on writing and drafting articles to help you get there?

It is now the beginning of my second month, and I am about to set some new targets and goals. But because I have been drafting articles for the past four weeks on a regular, consistent basis, it is easy for me to make progress. You see, I intend to create 3 new products this month. And because I have been writing articles, creating new products is a lot easier than it use to be.

Let me tell you why writing articles is proving to be so powerful for me.

1 - Writing articles helps you to become more disciplined. If you want to succeed at generating an income using article marketing, you must draft articles on a regular basis. I can now write 10 articles daily. How many are you writing?

2 - Writing articles will increase the number of back links you get to your site. When you draft your articles and submit them to the web directories, you increase the number of back links to your site, which, in turn, will improve your page ranking on the search engines.

3 - Writing articles will improve the amount of direct traffic that lands on your website. The more articles you create, the more articles you submit, the more articles you write, the more people will click on your bio and use the link to land on your website. The more people exposed to your offers and products, the more sales you will make.

4 - The more articles you create, the more improvement you will make to your creativity. When you generate new articles, you are training yourself to create new products, and if you can create new articles on a regular basis, then writing 80-120 page products will be a snitch.

There are so many other benefits to writing your own articles. Get started today. Set a goal of writing two articles per day, and within a short period of time, you, too, will make progressive improvements.

4 Methods to Generate Traffic Using Articles

There are two main reasons for generating articles. The most popular reason is to generate direct traffic to your website.

To create articles you need to come up with a compelling title, write some good content and include a hard-to-resist free offer. When your readers see this offer they click onto your website and there's your traffic.

If you want to develop a strong business over the internet you should seriously consider writing articles. If you can create quality traffic, you more than likely will succeed in selling your products and developing relationships with your customers. Writing articles is one of the most powerful and cost-effective methods of doing so.

There are four different methods you can use to generate traffic using articles:

#1 - Submit your articles to multiple article directories where your article will be read by members of the directories and by surfers searching the net.

#2 - When other website owners download and publish your articles on their site because they are interested in your content. Your content will then be read by the website owners membership list.

#3 - When publishers who own e-zines download your articles for content within their newsletters.

#4 - And finally, when you have generated and created plenty of back links and the search engines notice your high volume of links to your website, they will increase your website ranking.

If you use all four methods to increase your traffic, you will experience the very highest forms of traffic in terms of quantity and quality.

You see, those are the four main reasons why anyone, any surfer will happen across your article. And when they read your article, they will either like or dislike your style of writing. If they like your style of writing, read to the end of the article and click on to your website, it is more than likely you will generate a new subscriber. Don't get me wrong. There are other forms of creating traffic, but for me, the others come second.

Other methods such as pay-per-click advertising, classified ads advertising or if you purchase your traffic from expired domains or obtain your traffic from exit traffic, pop-ups, pop-unders or any form of traffic that you have to pay for in advance, these are far less superior to article marketing.

The other additional benefit is that if you learn the nuances of writing and submitting articles, you will be using one of the best forms of marketing over the internet that will generate quality, loyal and sound traffic.

A personal note from the author

If you are new to article marketing I challenge you to write your first article today. Then over the period of the next week or so, write one article per day and submit it to ezinearticles.com.

Secrets of Article Writing

You will start to generate traffic and if you have created a squeeze page you can capture your new subscriber details until you are ready to offer them a product or service.

This is a quick guide and should be used as such. If there are any areas you require more information please do not hesitate to contact me.

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