

Article Marketing

An excellent way to drive traffic to any website is through Articles (yes!).

The following 4 steps will cover how to write professional articles to increase your online presence.

Step 1: Write an article

Your article needs to be between 300 and 500 words long. Make sure you are writing relevant first-class content about your business. The key is to have your viewers learn and benefit from the information you are giving.

Try to avoid being too “salesy” – most readers will be turned off right away if you try to sell them from your article. They’re reading this to gain knowledge of your industry. Think about any successful blogs that you follow – are they trying to sell to you in every post? Hardly!

Writing Tip: If you have an information product you want to sell, you should break your product down into small pieces and each can become an article. If you’re not comfortable with writing, or simply don’t have the time, outsource it.

Here are just a few freelance directories (there are many more):

- Elance.com
- GuestProfessor.com
- TheRealArticleFactory.com
- ThePhantomWriters.com
- Content-Writer.org
- ArticleAuthors.net

Step 2: Prepare an article summary

You’ll want to create an article summary so that users browsing an article directory can quickly see if they’re interested in what you’re saying. This is generally 2 – 5 sentences. Here is an example:

“The common theme of the questions emailed to me about networking are always, 'How can I start making money at these networking events and can it become an effective use of my time.' The answer is 'YES'. Provided you have a STRATEGY prior to the networking event. What are you going to say... what are you going to ask... how many cards are you going to collect... how are you going to get away from the ANNOYING

person whilst time ticks... what are you going to send them afterwards... what is your OFFER... etc."

Step 3: Create Your Signature with a "Call-To Action"

Always make sure you have a signature at the bottom of your articles – after all, the real reason for writing articles is to put you in a position as an expert in your field. After someone has read your article the signature will show your name, business, website, and call-to action. Here is an example of a successful signature:

"There are many roadmaps to profiting wildly on the world wide web, but nothing will work unless you have a big list to promote to. Basic Email Marketing is the most profitable way to make money on the internet. When you build a list of targeted prospects you will instantly control your ability to profit online. Discover how to use the internet and turn your laptop into a cash register. Sign-up right now for John Henry's FREE online newsletter to find out how to do exactly that – Go here: <http://www.profitbeforeyoupay.com>."

Step 4: Submit your article

After submitting your article to one article submission directory/website, other websites will pick up your information and pass it around as well.

So where do you submit your article to? Below are 60 article submission sites that you can go register with and start submitting articles. This task can be quite time consuming (but well worth it!) so you may consider outsourcing this.

There are also paid article submission services that will automatically submit your articles to most of the directories available. If you go this route, make sure you choose a company that is well known and has good user feedback. Search an online forum like <http://warriorforum.com> to learn about user's experiences.

- Articlebiz.com
- Articlecity.com
- Articedashboard.com
- Ezinearticles.com
- Selfgrowth.com
- Articlealley.com
- Articlecube.com
- Easyarticles.com
- Ideamarketers.com
- Articles.webraydian.com
- Site-reference.com
- Submitondashboard.com
- The-article-directory.com
- tisoftware.biz/articles
- A1-articledirectory.com
- Afroarticles.com
- Articlecat.com
- Articlepros.com
- Articlerich.com
- Articlebase.com
- Articlesbeyondbetter.com
- Articleleson.com
- Contentdesk.com
- Earticleonline.com

- Top7business.com/submit
- Webmasterslibrary.com
- Workoninternet.com
- Ams-skins.morethanarticles.com
- Articlecrux.com
- Articlesyndicator.com
- Local-list.us
- Commonconnections.com
- Article99.com
- Articlebankonline.com
- Articlecafe.net
- Articleclick.com
- Articlecrash.com
- Article-directory-central.com
- Articlegeek.com
- Article-junction.com
- Articlenorth.com
- Articleretreat.com
- Articlesbin.com
- Article-submission.us
- Article-voip.com
- Articlezap.com
- Bigarticlepro.com
- Bigarticlepro.com
- Christiannotepad.com
- Crix.com
- Electrictext.com
- Ezine-directory-express.com
- Freearticlepost.com
- Gratisartikler.com
- Impactarticles.com
- Isysi.com
- Marketmyarticle.com
- Media13.com