

A large, intense explosion is shown in the bottom left corner, with bright orange and yellow flames and a massive plume of dark smoke rising into the sky. The background is a dark, cloudy sky filled with numerous streaks of light, resembling a meteor shower or a night sky with many stars. The overall scene is dramatic and powerful.

How to use
article to
explode your
business

Let's talk a little about how you can use article marketing to attract more targeted prospects, increase exposure for your business and make more sales as a result.

The good news is, there are a wide variety of marketing and advertising methods you can use to drive traffic to your website and promote your business including; paid advertising, link building, search engine and affiliate marketing, just to name a few.



It is no big secret that in today's very competitive online marketplace, the importance of attracting targeted prospects for your business is more essential than ever.

While effective, many of these methods will either cost you a small fortune or suck up all of your valuable time before you even begin to see results.

However, there are ways of promoting your business and increasing your website traffic without having to spend a dime.

Writing and submitting articles is one of those methods and when done correctly it can be the most effective promotion strategies that you will ever use.

I know what you are thinking; "can writing articles really help me increase my website traffic and promote my business"?

The answer is a resounding "YES" it can!

It can actually benefit your business in many ways that other (free and paid) methods can never do, no matter how much money and time you sink into them.

One of the main things that article writing and marketing can do for your business is to quickly help you reach more people and not just any people. A well written article can help you reach right out and grab the attention of your target audience.



These are the people who want to know what you have to say and want to buy what you have to sell.

The simple fact is, whenever you write a great article and share it with other people by posting on your website or submitting it to other websites, directories and to online publishers it has the potential to give your business massive amounts of exposure for months, maybe even years to come.

One of the best ways that you can make your article marketing campaign a huge success is by carefully constructing your author's resource box.

The little box will be attached to your article whenever it is shared or republished. It should include brief but valuable information about you, your business, an enticing free offer and of course a link back to your website.

To get maximum results when writing your articles try to focus your content on good keywords and phrases that are closely related to your website and products.

This will help in several ways. It will make it easier for the search engines to index your articles, it will make it easier for the right people to find your article and it will help attract highly targeted traffic to your website.

When you submit your well crafted, keyword focused article to online directories and other websites and publishers find your article helpful and informative they will post it on their own website, publish it in their newsletter resulting in links back to your website.

When writing articles for your business, always keep in mind that most people who go online are searching for information and by providing them with that information you and your business will reap the rewards of free exposure and more traffic.



Benefits

Exactly what benefit does writing articles have on your websites search engine rank?

The answer to that question is simple. Whenever you write articles, not only can you publish them and submit them to high traffic article directories, you can also use them to build a content rich website, which the search engines absolutely love.

When you think about it from a business prospective it is a win/win situation. By utilizing your newly written article in both ways it will provide you with a great many benefits in return.

When it comes to obtaining a good search engine position for your

webpages the more keyword focused content your site has the better, because it will increase the number of times the search engine spiders will visit the site and index your webpages.

The process is fairly simple. Every time you write a new article, create a new webpage for that article and add it to your website. Be sure to use highly targeted keywords, phrases, Meta tags and optimize the article page so that it is search engine friendly. Not long after you add your new webpage to your website the search engine spiders will crawl through it and index it according to their specific criteria.

You will also want to be sure that you add the newly created article page to your website's navigation, your sitemap page and that you include a link to your site map on your main index page of your website as well as on the article page itself.

It is a good idea to keep your articles in directories close to the root of your

website, so that the search engine spiders can find your new pages easily.

Another important thing to remember is that the keyword density on your article page is one of the main elements that search engines like Google and Yahoo use when analyzing and ranking your webpages.

You should always do your best to present relevant and insightful information that will appeal to your site visitors as well as to the search engines.

While some webmasters are tempted into over using keywords and phrases (keyword stuffing) to obtain a high ranking position in the search engines results it is best to avoid doing that on your own website because you may get a good position, but most of your visitors will leave your site as quickly as they found it.

While creating a new webpage for every article may seem like a time consuming task, once you get the hang of doing it, it will become a simple part of your article marketing process that will

help you achieve the best possible results from every article that you write.

Many many more benefits

Once you have written and published your article, especially on the internet, it instantly becomes your unpaid, 24 hour a day salesperson.

It works exclusively for you 365 days a year with no paid holidays or time off.

By submitting your articles with the resource box attached to publications, directories and websites you have the ability to promote your business without having to spend huge sums of money on other more expensive advertising methods.

While all of this free advertising is great, article marketing can do so much more for your business than just bring in leads!

Never forget that the written word is extremely influential. A timely, relevant and well written article can quickly position you as an authority

in your area of expertise. It can also help you to make a good first impression, establish a stellar reputation and entice a lot more people to visit your store, office or website to do business with you. By writing articles you can easily set yourself apart from your competition and become a leader in your market.

Every article that you write can be used in so many different ways. For instance; it can be included in a report, used as a bonus, featured in a newsletter, as part of an online course "like this one" or published in a book.

Articles can also be used to build a list of option subscribers that are eager to hear from you. This provides you with the ability to contact them, build a relationship with them and promote your products and services to them over and over again.

Once you have a few articles out there, you will reach a certain critical mass where the prospects begin to flow in. Continue to grow past the

critical mass, and you will grow to the point where you could not stop the traffic and prospects flowing in if you wanted to.

We know that it can take from 5 to 8 contacts or more for new prospect to be ready to become a customer. Articles allow you to stay in touch with prospects and provide them with quality information.

The simple fact is that marketing articles is fairly simple and inexpensive, especially when compared to other methods of marketing online that don't offer anywhere near the same kind of exposure and publicity that a few well written articles will.

Are you beginning to see the how extremely beneficial article marketing can be for your business?

After all, it doesn't costs you anything but a little time to write and submit an article to article directories such as Ezinearticles or Goarticles.com.



Some deadly mistake to avoid

Becoming a successful article marketer takes time and patience. As with any type of marketing technique there are certain steps that you must follow, as well as certain things that you need to avoid so that you can prevent yourself from becoming one of many article marketers who are struggling to make this method work for them.

Executed correctly, article marketing can certainly yield impressive results in an extremely cost effective way. On the other hand, article marketing executed improperly is usually a big waste of time, effort, as well as money.

Let's take some time and go over a few common mistakes that many inexperienced article marketers unknowingly make that can potentially hurt their chance of success.

The first and most common mistake is creating a boring title for their articles. You must understand that when your article is submitted to directories or shows up in a list of search results the title is going to be listed with a number of other articles that your prospective reader has the option to choose from.

Keep in mind that there are often many writers competing for the same type of reader. So, don't allow your own title to end up being one that will easily blend in with the other titles on the page. Take time to carefully craft one that will stand out from the crowd and get your article noticed.

That doesn't mean that you should go overboard and get too creative! It is very important that the title of your article is relevant to the topic and enticing enough to get people to choose it instead of your competitors article.

You also want to maintain a clear objective when composing your article. What's the primary reason you would like to convey to the reader when they read your article? Is there an objective that you have in mind?

Be very clear in regards to what you would like them to do and provide them with plenty of reasons that they should take action. It is important to have a beginning point and ending point when planning your article.

Far too often article authors fail to provide their readers with concise, easy to follow information that will help them get from point A to B and they miss out on getting the reader to take action.

As an article marketer you need to remember that your ultimate goal isn't just to inform, but to entice your reader to click on your link, visit your website or to take any other action you would like them to take. It is equally as important as asking for the sale on your sales page.

Another very common mistake is not taking the time to get to know your intended target audience. It is vital that you keep in mind who your target audience is and write for their benefit.

For instance, if you're writing to a group of people that are well-informed on the topic, then make certain that you are too.

Take time to find out exactly what type of questions that they ask when they go online looking for information as well as how they relate to each other when discussing the topic.

Research your target market well and write directly to them in a way that they can relate to and you will hit the mark every time.

One more common mistake is writing articles that have very little chance of getting published.

To avoid wasting your time composing article that no one will want to publish take a look at the submission guidelines of the article directories you are planning to submit to and organize your content to

suit their standards. Always make sure that your content is well written. Pay close attention to their linking policies and be sure that your links point to appropriate places.

Many article marketers neglect to check the submission guidelines before they submit their article only to end up having it rejected.

When it comes to marketing your business with articles if you follow a few basic rules and avoid these common mistakes you will discover that you will be well on your way to achieving success.

Some helpful advice

When it comes to creating your campaign there are certain key elements that you will want to include, so that you can help ensure a successful campaign.

When you are creating an article marketing campaign for a product or service that you are promoting to ensure that you achieve positive results you need to have an audience and knowledge about that audience.

As we have discussed before you will also need to research the product market and have a clear understanding of which keywords will be most successful in reaching that market. Plus the ability to write an effective article that entices them to take action.

You may think that you have a great product on your hands but it is only as great as the number of people interested in it.

If you are looking to make sales. You need to find out that there is a market for what you are trying to promote. Every article marketing campaign has to have an audience if it is going to be successful.

So, make sure you do your research and see how much demand there is for what you are promoting.

Once you have determined that you have an audience for the product or service that you want to promote take the time to educate yourself on them.

I know we have talked about this before, but is an extremely important step in the

process especially if you don't want to waste your time and effort creating content for something that nobody wants.

Remember to find out who they are, where they live, where they look for information, and where they shop.

Investigate their buying behaviors and look to see what things are working in capturing sales from that group. Make sure that you are able to write in a style that is on their level and will appeal to them.

Knowing about that audience is great but another thing that you need to have to get that article marketing campaign successful is knowledge about that product/service.

You are trying to set yourself up as an authority on the matter. You have to accomplish this in order to when not only their trust but their business. You have to know what you are talking about before they really listen to you.

You will also want to use a lot of time and energy to finding the right keywords to

focus your content around. Find out what gets results and what will get you on page one.

Your articles aren't going to be doing any good if the search engines won't notice them. Find the best keywords and plan on using them.

The most important part of your article writing campaign is the writing of the article. Make sure that you have a title that will get picked up by search engines and will catch the reader's attention.

Make sure that it answers the key questions that your target market is likely to ask. Keep it short, about 300-500

words, making sure that you meet the minimum word requirements for the directories you wish to be published in.

Above all make sure that you ask the reader to do what you want them to do.

Have a strong call to action; include a well-crafted resource box and you can be fairly sure that you have created an article marketing campaign that will be successful.

