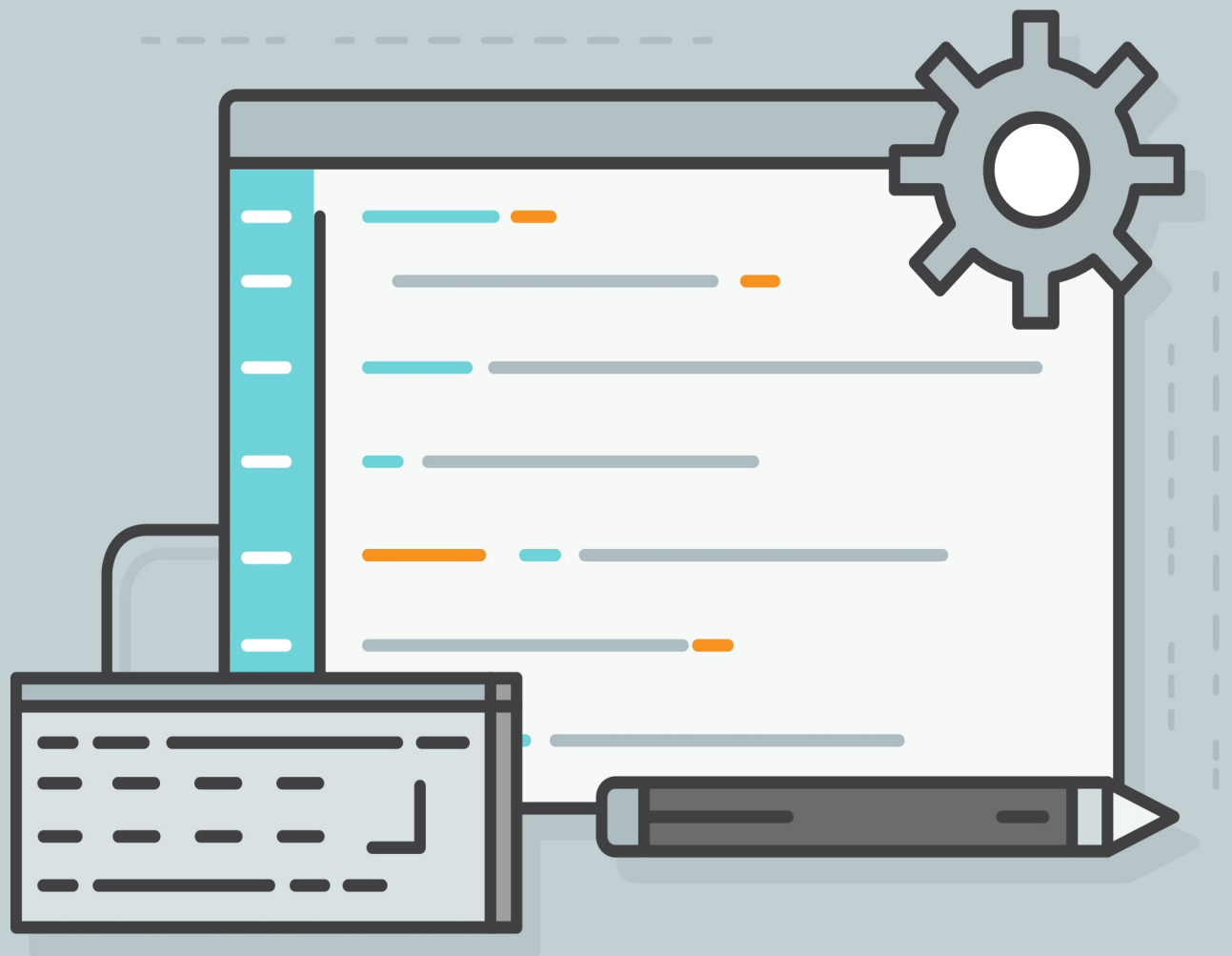


The Upper Hand Of *Article Marketing*



Learn All The Known Tactics About Article Marketing

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The Upper Hand Of Article Marketing

Using Article Directories To Make Money

Are you a website owner who has recently wrote or purchased articles? If so, what do you plan to do with those articles? If you are like many other site owners, you may opt to display the content on your website.

This approach is nice, but you do have another option. That option is article directories.

Unfortunately, many website owners, especially those just getting started, make the mistake of believing that article directories are nothing but a waste of time. Although you are not paid directly for each article you upload, they can help you generate income overtime. As for how, please continue reading on.

Before focusing on how article directories can make you money, it is important to know what they are. Article directories are websites where internet users are able to upload and display their articles.

At the end of each article, you should be able to post a link leading to the website of your choice. This website should be yours. It can either lead to a website where you are selling a product, service, or a content filled website that makes money through advertisements.

What is nice about article directories is that they allow other internet users to use your articles. Yes, this may cause you concern, but this is actually how article directories work their magic. One of the best is <http://www.ezinearticles.com> - Many have a clause stating that all links must be left intact. Since each of your articles should have a link to your website, your link can be distributed all across the internet, with minimal work on your part.

Since article directories do allow others usage rights to your articles, you will want to put fresh articles on the directories. Do not have the exact same articles posted on your personal website, as the search engines may penalize you for having duplicate content.

If you hire an article writer to write content for your website, ask them to write a few additional articles for the directories. On that same note, these articles are easy to write yourself. Try to ensure all articles are

between 400 and 500 words.

As for how article directories make you money, they work by generating traffic for your website. Whether you are selling a product, service, or making money through advertisements clicks and affiliate programs, traffic is a must. If no one visits your website, you will not make any money. Article directories can bring that much needed traffic to your website and possibly generate income for you.

When preparing to write your articles or when hiring a professional writer, remember the word count. Most directories require articles with word counts of around 400 words. The smaller the word count, the less time you have to spend writing or less that you have to pay a writer.

In keeping with getting your money's worth, know that these articles can easily be rewritten to make new, fresh content. You can rewrite them yourself or pay another writer, as little as \$1 a rewrite.

This means that you get more uses out of each article and a better value for your money. By rewriting one article multiple times, you can essentially submit 10 different articles to 10 different article directories.

Article directories can be found with a standard internet search. Although they do have different methods of submission, it should take you no less than 5 minutes to add one article to the directory. If you outsourced these articles, ask your writer to submit the articles and links for you. Some writers will do so for free or for a small fee, like .50 cents or a \$1 for each article upload.

As a recap, article directories will not generate upfront payment for you, but they can help to create passive income. Passive income is nice, as it keeps on generating overtime.

If you run a content filled website or a website that sells a product or a service, start relying on article directories to help you today. The first step is to either start writing yourself or hire a quality article writer.

Another Alternative – Selling Articles

When making money writing articles, many writers first search for paying clients. These paying clients, who often need unique content for their websites, will describe in detail what they expect from the writer in question.

After the project is completed, the writer is paid, usually within two weeks. As nice as this approach is, know that it isn't your only option. You can write your own articles, then turn around, and sell them, but how?

One approach that many web content writers take involves creating a website or blog. This website or blog is where they will post their articles or a summary of those articles for all to see. Readers then have the opportunity to purchase the article or articles in question.

Another approach taken involves visiting message boards that are devoted to internet marketing. This is where many website owners converge to discuss and learn about the latest internet marketing techniques.

Since article writing is an important component of internet marketing, there is a potential for you to make money on these message boards. Look for message boards that have a marketplace area or section, where you can post your articles for sale.

In addition to online message boards that have a small marketplace section, there are websites that are devoted to it. These are websites where you can upload your articles and sell them. You have the ability to set your own asking price. This approach is nice, but the owners of the marketplace site in question will likely take a percentage of your sales.

You also have some freedom in how you want to sell your articles, in terms of format. If you are creating your own website or blog, you may want to closely examine PLR article packages.

Many writers offer 10 articles for \$10. While this may not sound like a great moneymaking opportunity, PLR articles can be sold more than once. The buyers often rewrite the articles to make them unique.

Whether you are selling your articles on your own website or blog or a third party website, you can sell for usage rights only. This is similar to selling your articles in PLR packages, but writers usually limit the number of articles they sell and they tend to ask for a slightly higher price. Some writers will request that the buyer keep their name as the author.

You also have the option of selling your articles with exclusive rights. This means that you cannot use the article again. Due to limited usage, you will want to get your money's worth.

Writers tend to charge more money for exclusive articles with exclusive rights. On average, these articles can start out at \$10 and go up to \$50 or more, depending on the subject and article length.

So, which approach should you take? Creating your own website or blog to sell your articles on is nice, as you have control and you can retain all profits. With that said, time and money must go into making your website successful.

Choose an affordable web hosting plan, as paying too much can hinder your profits. As for the domain name, choose a catchy one, but one that explains what you are selling.

You must also market your website or blog. The good news is that this is relatively easy to do. Start with article directories. You can write articles on how to use articles for marketing, the benefits of hiring a professional writer, and so forth. Include a link to your website or blog where you have articles listed for sale, preferably on a wide range of topics.

Also, as stated above, internet marketing message boards may have an online marketplace. See if signatures are allowed as well. These allow you post a link, which will appear beneath each of your posts. Make a phrase clickable. Do not show the web address. Instead, create a catchy phrase, such as "quality articles for less."

Blogging and Article Marketing

Do you write your own articles? If so, you may add these articles to your website as content. Did you know there is more that you can do with them? There is. You can use these articles as blog postings as well.

In addition to writing your own articles, you can also outsource the writing. Outsourced articles are articles that you paid another writer to compose for you. Since you want to get the most value for your money, you may be wondering what you can do with those outsourced articles. You do have a number of different options, but you should closely examine blog postings.

As nice as it is to hear that you can use articles you wrote or outsourced on a blog, you may be looking for more information. Why should you do so? How is the best way to get started?

In terms of why, blogs are increasing in popularity. More people are starting to write them and more people are starting to read them. Are you a webmaster who sells a product or relies on income generated from advertisements and affiliate programs? Do you currently have a blog that accompanies your website? If not, you should. Blogs can be used as an internet marketing tool.

In addition to accompanying a niche website, blogs can make money on their own. There are numerous pay for post companies online. This is where you write a blog post around the product or company that you are assigned to.

You can also make money through with the use of advertisements and affiliate programs. Typically, it is recommended that you sell a product through a website, but you can list your product or service available for sale through a blog as well.

Now that you know why you should have a blog or how you can make money through one, you may be curious how articles come into play. Some of the most popular blogs on the internet get updated multiple times a day.

On that same note, these are often professional bloggers. If you want to make money blogging, but don't have the time to write each of your blog posts or update on a daily basis, you can outsource the writing. However,

if you have the time to write your own blog posts, do so.

When outsourcing writing for a blog, many wonder what approach they should take. Should you inform writers of the blog or should you request traditional articles? The decision is yours to make, but you may have better luck with ordering articles.

Articles are longer than blog postings. This means that you can divide an article into two, three, or even four different blog posts. For your blog titles, simply just label them as being Part 1, Part 2, and so forth. This approach gets you a better value for your money.

As previously stated, you can create a blog that accompanies an existing website. If that is the case, make sure the two themes match up. For example, if your website sells computer software, have your blog focus on the same subject.

Blog postings can outline tips to shop for computer software, the importance of comparing prices, and popular software programs can be reviewed. After each blog posting, you will want to create a link to your website. If readers like what you have to say, they may visit your website to see what you have available for sale.

On the other hand, if you are looking to make money through blogging, by way of advertisements and affiliate programs, you can use any articles that you want. With that said, blogs that have one specific theme tend to work the best.

Your income potential increases when you have targeted advertisements on your website. Targeted ads are difficult to come by if you cover a wide range of topics. So, stick with a theme, but remember that you can create as many blogs as you want.

One question that many have is hosting. There are a number of free blogging companies online. Blogger and Wordpress are the two most popular. Wordpress is nice, but you are not allowed to display advertisements when using a free blog.

This means that you must purchase a web hosting plan and host your blog elsewhere. If you want to use blogging as a way to generate traffic to your website, a free blog from Blogger may be okay.

Top Secrets To Article Marketing

Let's say you started up your own business. The only way for the business to succeed rather than fail is for you to promote it.

You can do this by paying for advertisements or get the same attention for free through article marketing. To help you get started, here are 3 secrets.

1. First. You must come up with a catchy title to promote your business. Ever heard the line, "Curiosity killed the cat", in this case no one is going to get hurt. But could you just imagine what would happen if people would like to know more about the article just by reading the title? It would also be helpful if you use keywords so people who type it will see your article. At the same time, you can mention the benefits of what reading your articles can do for them.

2. Second: Make sure that your article is well organized. Instead of just writing your article paragraph by paragraph, maximize the use bullets or numbers to stress important points. This will make their reading experience a memorable one because they are able to remember it.

3. Third. Your articles have to be informative and not just impress the reader. You can do so by using simple words instead of using big ones by putting this in a way that the average person can understand.

You may have had an experience at the hospital where the doctor told you of your condition using some medical term that sounds serious but in English simply means you have a stomach ache.

Once you finish writing the article, read it over and see if you understand it. Better yet, give this to someone and see what they say. If there are some concerns, edit it because although you may be an expert in this matter, your readers may not and the reason why they want to read it is to learn more about what you have to offer.

Don't forget to check on your article to see if there is anything new you would like to add. This is where variety comes in as there are different ways of stressing a point when the bottom line is that you want people to visit your site.

You can get new information by joining and posting in online forums and blogs. Some even put snippets in their articles. You should add

something daily and don't forget to put a link to your site.

4. Lastly. Each article has an article summary. Most websites require this so in just 3 or 5 sentences, get down to it and say what your article is all about and why should they spend their time reading the entire thing. If you don't put any effort here, you may have already lost the opportunity to make it look interesting for the reader to find out more.

Promoting your site through article marketing is very easy. You just have to follow the 4 secrets mentioned and then use this to your advantage. Again, you need to have a catchy title, make sure it is well organized and informative so people will be encouraged to visit your site.

If done properly, you will undoubtedly get more traffic which is what this form of advertising is all about.

Buying Articles For Article Marketing

Are you looking for a way to make money with articles? If you are, you may be pleased with all of your options.

If you have a website that sells either a product or a service or a content filled website that makes money through advertisements, written articles can help you generate income.

On that same note, if you are a website owner, you may have very little time to market, promote, and write your own articles. This is where outsourcing comes in. You can hire a writer to produce quality and unique content for you.

In addition to hiring an article writer, there are websites online where you can purchase existing content. This is nice, but what type of articles should you look for?

First and most importantly, purchase quality articles. Do not waste your money buying articles that look like they were quickly thrown together or articles that are plagued with spelling errors. When you buy an article, you should be able to turn around and use it right away, not spend hours making it meet your expectations.

Next, affordability is important. The less you pay for articles, the larger your profits will be. Before you develop a set of expectations, in terms of payment, know how much articles usually sell for. PLR article packages are popular and they tend to amount to \$1 or less for each article. However, these articles are sold multiple times. This means that you must rewrite them or pay an outsourcer to make them unique by rewriting.

When you buy articles with exclusive rights, you become the sole owner of those articles. This approach is best if you want to have your website or blog filled with quality content or if you plan to resell the articles yourself, but for a larger profit. Since you are walking away as the sole owner of the articles, which cannot be used by the writer again, they often command a higher asking price.

The right tone is important when looking for articles to buy. What is nice about hiring an article writer to work for you is that you can tell them

what you need upfront. They write based on your wants and needs. Speaking of your wants and needs, they are important when purchasing prewritten articles.

Do you have a content filled website that makes money through advertisements? If so, readers likely come to your site looking for advice. A conversational tone that is easy for them to understand is best.

In keeping the tone of articles, do you run a website that sells a product or a service? If yes, you still want articles that are easy to read, but professionalism is important. Look for articles that are informative. Your readers need legitimate reasons why they should buy your product or service.

Keyword articles are important when looking to recoup the money you spend on an article writer. Keyword articles are nice, as the search engines find them automatically. This means that you get traffic without having to do any marketing.

Look for articles that have popular keyword phrases placed throughout each article. On that same note, avoid articles that are overstuffed with keywords.

Speaking of keyword stuffed articles, this is where you will find the tricky part. You want to buy articles that are designed for both readers and the search engines. That is why you should not only look for keyword articles, but content articles as well. Many professional article writers should know how to combine the two to make amazing content.

Finally, look for articles that have a long shelf life. This often means that you get your money's worth. The articles can help you out for days or months to come, not just for a one-week period. Yes, you can pay for articles on topics that are popular or in demand at the moment, but you may want to pay a slightly lower price.

Using Articles To Make Sales

Do you sell a product or a service online? If so, you likely face a lot of competition. Many individuals and companies are trying to capitalize on the internet and its popularity.

So, how you can make sure that you see a steady flow of sales? By relying on articles.

As nice as it is to hear that you can increase your sales with articles, it is important to know that not just any article will do. To please everyone, you should write combination keyword content articles. These are articles that are interesting for your visitors to read, but they are also liked by the search engines, including Google, Yahoo, and MSN.

Speaking of search engines, they are one of the many ways that articles can help you make a profitable sale. When you have keyword articles on your website, readers can easily find that website just by performing a standard internet search. For example, do you sell an eBook that shares tips for selling on eBay?

Use a keyword research tool to determine what internet users are searching for. You will see that they are looking for “things to sell on eBay,” and general information on “how to make money selling on eBay.”

You want to add these and other relevant keyword phrases throughout each article. If properly done, you will find your website appearing at the top of relevant internet searches. This means that a person looking for information how to sell on eBay, may see your eBook listed for sale right away.

With a good search engine ranking, you should see a steady number of sales, especially if you are selling a good product or service. As for selling an eBook on eBay, you want your website to be seen first, otherwise searchers may find similar website where that information is shared free of charge.

Traffic received from search engines, like Yahoo, MSN, or Google, is known as organic traffic. In addition to generating organic traffic, articles can also generate referrals.

This is when another website refers readers to you. That website can be an article directory or an accompanying blog you operate. Whichever

approach you take, be sure to include a link back to your website.

If you opt for using article directories, choose those that give out usage rights. This means that other internet users can use your article. That article can be displayed on their own website or blog, as long as they leave all of your links intact.

While you may have concerns about others using your articles free of charge, there are actually benefits to doing so. It is a great way to spread the word about your site and the products that you sell. However, if you ever find your articles posted online without your links attached, ask to have them removed immediately.

If the product or service you are selling is new, you may want to generate interest by creating a press release. Before creating your own or before hiring a writer, know one thing of great importance. Articles can also be used as press releases.

Unfortunately, many choose to hire press release writers instead. This is okay, but did you know that it can cut into your profits? Most writers charge more for press releases. Instead, tell your writer exactly what you want written in article format.

If you are unveiling an eBook that shares eBay selling tips, have your writer sum up how you can make money selling on eBay and the importance of familiarizing yourself with moneymaking tips and tricks. Then, have them introduce your product. By taking this approach, you essentially get a press release without actually having to pay for one.

As highlighted above, there are a number of ways that articles can help you generate sales on your website.

What is unique about articles is that they can generate traffic and sales for you for years to come. As long as an article is posted on your website or elsewhere online with a link to your product attached, you should see a steady number of sales, even years down the road.