

MASSIVE ARTICLE PROFITS



S No	Table Of Contents	Page No:
01.	Introduction	03
02.	What is Article Marketing?	06
03.	Articles, Articles, Articles	13
04.	Keywords and Stumbling Blocks	18
05.	Getting Started	22
06.	What to do with Articles	25
07.	From Article Reading to Your Website	31
08.	Press Releases and Article Marketing	33
09.	The Downfall of PLR Articles	35
10.	Free Marketing Articles	37
11.	The Value of the Resource Box	39
12.	You Don't Want Back Links Alone	43
13.	Is there a Time to Stop Writing Articles?	45
14.	Articles and Blog Writing	47
15.	Indexing a Website	50
16.	Pulling it all Together	52
17.	Bonus : Easy Article Marketing	55
	Step 1: Start Off Big!	56
	Step 2: Maintain	57
	Step 3: Support Your Articles	58
18.	Tips for Making Your Article Submissions Easier	60

Introduction

There has been a great deal of interest paid the niche market known as article marketing over the past couple of years and with good reason.

Article marketing is one of the easiest and most sure-fire ways to grab your portion of the internet business revolution. The single greatest difficulty with article marketing is the lack of information available that helps potential 'interpreneurs' start their own successful article marketing campaign. We all know that it's a great process and we all know that there are some amazing success stories surrounding the process, but finding the detailed and down to earth user-friendly information to make it happen in your life is not as easy as it should be.

Fortunately, this particular e-book can provide you with the onslaught of information you will need to not only understand article marketing, but also implore it as a profitable potential for yourself.

You will receive the information you need to decide whether article marketing is for you, how you want to approach it, and when to make changes in your plan.

The most important part of this equation is you. You can read all of the information printed here and still end up with nothing if you choose to do nothing with the information you are given.

There are a lot of good ideas that float around the internet but never get off the ground.

When you are presented with the full information about how to go through with article marketing, your biggest success key is whether or not you decide to take any action.

Taking action is the only way to turn a good idea into a lifestyle of actual profitability. Article marketing is one of the most impressive (not to mention simple) methods of internet marketing out there.

You don't need fortunes resting in your bank account to get started and you don't even need to have an ability to write well.

Instead, we're about to take you step by step, into the ideas and proven techniques that make article marketing the thriving industry it has become.

What you decide to do with the information is up to you. *Maybe now is a good time to ask what about your life is going to change if you don't change something about your life.*

The biggest obstacle to happiness for most people is a lack of potential income. What could you differently in your life if you no longer had income concerns?

What if you could actually finally grab a piece of the internet pie and stay at home with your family, bring in the income, and even set your own schedule?

As you go through the steps and one by one see how simple article marketing can be, you are bound to start to see the incredible potential that this impressive system offers you.

It's time to change your income so that you can change your life. It's time that you start calling the shots rather than listening to your coworkers and bosses call the shots.

This is your life, and this is your chance to run a very successful internet based article marketing plan. So sit back a bit, read the information, and take it one step at a time. Changing your life starts by taking one little step after another. The same can be said for changing your income.

Chapter – 1: What is Article Marketing?

Before we go any farther, we need to define article marketing.

Sometimes it is easier to start by defining what article marketing is not, to clear up the first misconception that many new article marketers face.



It is not a one shot deal. It is not a once and done sort of arrangement. You have to put continuous effort into article marketing and you reap continuous rewards.

Article marketing is a simple procedure once you start the process, but you can't expect everything to snap together in a single instant just because you sent out one article.

This is the most unfortunate of misconceptions, because a lot of potential is wasted when someone believes that just a few articles will be enough.

At the end of a week, just when they are getting their flow started, they leave the game. Had they simply kept at it for a little while longer they would have seen exactly how the process works for them.

They also would have seen that it is a much cheaper method of advertising and traffic driven response than anything else available in the internet today.

Article marketing is an easy method of bringing traffic to your website should you choose to stick with it. Many article marketers see results in as little as ten to fourteen days, and then continue to watch their progress daily.

When you start to see the results, you see how just a few hours of your time has paid off. That is the beauty of article marketing.

The most important aspect of article marketing is commitment to do just a small something toward your progress every day.

The articles that you are writing or are having written for you will drive your web traffic to your site through a system of checks and balances set in place via Google and the other search engines.

There are ways to go about increasing your web traffic without wasting a single drop of effort, which we will continue to explore.

As you begin the article marketing campaign, you do have to consider your niche market and how you are going to present your website in a new and interesting way.

Not all articles will be straightforward versions of discussing the latest implementations of pet supplies or whatever you wish to sell on your website. There are many varying aspects for every topic.

Your articles need to reflect such a variance. It's not all that difficult, it just takes some forethought. For instance, if you are selling pet supplies on your website, think about what problems they might solve.

Think about the money that can be saved. Why should someone be interested in reading your articles, other than you want them to?

What problem in every day life do they solve and how do they make people's lives better or easier? Once you can answer these questions, you have a place to start.

Even if you don't think your website will offer much difference in someone's life, there are diamonds in the rough in every topic.

Even if you can just answer a few questions about the products to help consumers make a reasonable and intelligent choice. When you go online to find out information, what do you stop and read?

When you find something interesting to read, is it always exactly on the money or did you get distracted while looking for something else? That's no coincidence.

People find themselves on websites that they never intended on visiting simply because the website came up on their search results and something about it caught their attention. These topics aren't always directly related, but if you can draw a reasonable conclusion from one topic to another, you are in business.

Perhaps your pet products might be a topic for discussion when it comes to caring for the health of a pet as well as benefiting the consumer because it is also an easy way for them to save time.

If you only focus on the pet product and you forget about saving time, you have missed a niche. This is simply an overview, and you will be able to develop these thoughts in more certainty as we continue through the process.

Article marketing is designed to leverage your efforts. You want to find yourself in the position of having more income coming in than your efforts would demand if you were paid for an hourly job.

Leverage is the internal key to almost all wealth. You can only do so much in a twenty four hour period. Because of this fact, you have to find ways to make your time count for double, triple, and quadruple your general efforts.

Of course, this is what article marketing can help you do. You start on one leg of the ladder and you continue up through the next rung.

Every time you step up onto the next rung, you are leveraging your efforts.

There is something known in leveraging marketing principles known as leverage marketing, or the 80% rule. If you take a sheet of paper and draw a line down the last 20% on the left side, you are left with 80% of the paper to the right.

This large portion illustrates your income while the smaller version indicates the effort and time you put into it. When you have reached leverage of this magnitude, the last worry on your mind will be money.

You get there by taking it one step at a time one day at a time. So if you opt for article marketing, and who wouldn't considering its ease and success rate, you can expect to see results like the 80% within a relatively short period of time. You have your niche market.

You are thinking about the various aspects of your website. Now you have a goal to make your efforts count much more than a one time shot.

The most interesting part of article marketing is its longevity. Once you submit an article, that piece will continue working for you indefinitely. The more articles you have out there on the internet, the more pieces you have working for you indefinitely.

Thus, if you are able to plaster just ten articles per day, your article marketing campaign would have seven times the power by the end of the week.

This is the process of leveraging in action. This is the basic premise that makes article marketing so successful.

If you are seeking out a new niche market, or you aren't sure what type of website you want to promote, paying a visit to the Clickbank website can be helpful.

This is a website designed to help internet marketer through a click through charge service. Just by going through the top ten niche markets you can discern whether there is a new concept out there that will invite you to join the market or if the website you already have is on the "hot list."

There are many ways to go about article marketing. If you have a website, then you already know what you are looking to promote. Of you are starting from scratch, you might consider looking into affiliate websites or taking on one of the up and coming web based businesses that offer a product or service already.

Your business, whether it is already up and running or not quite formulated in reality, will benefit from article marketing either way.

If you are still floundering, check out Amazon and other top booksellers. The biggest income maker that has remained at the top of the income list for the last ten years is the sale of information. People want to know how to improve their lives.

They want to love better, eat better, lose weight faster, parent better, be a better friend, and make more money faster and they are willing to spend \$20 and sometimes even \$50 on the information that they believe will get them there.

The sale of information is the reason that mail order businesses were so popular during the nineties and why email lists are so vital. Information is powerful, and those who are fortunate enough to be able to sell quality information are the ones that are most likely to pull ahead of the pack.

Scanning through the top selling non-fiction informational and self improvement books can give you a very clear idea on what information the world is craving at the time.

Chapter – 2: Articles, Articles, Articles

The screenshot shows the EzineArticles website interface. At the top, it says "408,061 Expert Authors Sharing Their Best Articles". Below this is a call to action: "Submit your high-quality, original articles for more exposure, credibility and traffic back to your website." with a "Start Your FREE MEMBERSHIP" button. The page is divided into several sections:

- Article Categories:** A grid of 24 categories including Arts and Entertainment, Business, Computers and Technology, Dating, Home Based Business, Internet and Business Deals, Legal, Real Estate, Relationships, Travel and Leisure, Automotive, Career, Finance, Health and Fitness, Home Improvement, Investing, Home and Garden, Nutrition and Sports, Self Improvement, and Women's Issues.
- Search EzineArticles.com:** A search bar with a "Search" button.
- Recent Articles:** A list of article titles such as "B Vitamins Dramatically Lower Risk of Alzheimer's Disease", "Don't Ask Yourself 'How Can I Win Her Back,' Do It Instead", "Entrancing Gardens to Explore in Britain", and "How to Attract Money, Wealth, and Riches Into Your Life".
- New Expert Authors:** A list of authors with their profiles and article counts, including "Neha Rishi Talwar, Canada joined on 17 seconds ago" and "Catherine Collins, USA joined 10A minutes ago".
- Author Spotlight:** A section highlighting authors like "Stress Boot" and "Julie M Simon".

As we delve into what article marketing is and what it can do for your business, it can't be stressed enough that the long range goal of article marketing is making sure you get enough of them out there.

So where do these articles come from? You can write them yourself. The average

professional writer can pound out in between 20 and 50 articles on a daily basis, depending on length and topic.

Not every individual making a switch from the regular nine to five job into internet marketing can write that many articles on a daily basis. Some people can and they do it well. Hiring a professional writer isn't all that difficult if you know what you're doing.

You already know your niche and some of the questions you want to address while your articles are being written. Hiring a writer can easily be done on a freelance website for less money than you might imagine.

If you set a weekly goal and define the main ideas of most of your articles, you can find a regular writer who will write your articles and meet your quota. A writer with experience can offer you assistance defining keywords, or you can pay someone to research them for you.

Keywords are the words that you are going to market your articles under. For instance, if your first set of articles happens to be *pet supplies* you are going to want numerous articles dealing with just pet supplies.

Every time you sit down at your computer and you type a phrase or a few words into the search bar you are entering keywords.

These words are the ones that the web crawler searches out when you hit the Enter key. Google and other search engines then bring you back all the relevant information regarding the words you enter.

Just for your first experiment, you should type out your first several words and see what comes up. Chances are you will find some of the big corporations at the top of the list. These are also usually highlighted at the top of the page known as "Sponsored Results."

Sponsored results means that the company has paid Google or another search engine a handsome sum of money to be guaranteed the top three places, even if they do not carry the high content that Google usually requires. The list that comes in under

that highlighted section indicates the results based on content. This is what you are aiming for.

Articles help drive your website closer to the top of the list in several ways. One of the most important is your actual web content.

Web content is the written information that is posted directly on the website you are promoting. Web content can be handsomely loaded with keywords to help Google find it faster and better. We will cover percentages and keyword stuffing in a bit.

Web content helps you promote your website directly and it helps Google earmark your website as one of the authorities on the topic. The more relevant information that you have in your web content, the more Google and other search engines recognize your website as an authority.

The more of an authority your website is, the higher on the results page Google lists you. The first and second listing on the search results page is a direct indication that these two websites offer the most information regarding the topic as far as Google or the other search engine can register.

Additional articles covering the same topic can help drive traffic to your website via connected links. By offering the information to the public, you are offering them something to read that will maintain their interest through the article. At the end of the article, you will insert a simple

click through link that takes them directly to your website.

Of course, there are other ways that article marketing helps your website promotion, but these two are the two most common methods for getting started.

Blogs, email lists, and article directories are all part of the game. We want to start off small and simple and grow from there, daily, so that we get you to reach your goals in a timely manner.

Even as you begin to develop new methods of marketing, find yourself a larger advertising budget, and watch your website grow, the article marketing circuit should never be left out in the cold.

Many would be internet entrepreneurs start finding success and suddenly stop marketing their articles and find their conversion rate (or profits) start to fall suddenly and sharply.

This in and of itself is evidence that article marketing works and that many internet businesses can either thrive and fail through this technique.

It can be tempting to jump from trend to trend, especially when it seems like everyone on the internet has gone off in a different direction.

During such times it is vital that you remember that the long term successes of marketing need to be weighed against the newest and latest trend.

Article marketing has been around since the beginning of internet business and it has only grown stronger. Deciding to drop a proven method to drive home your profits in exchange for the idea of the week isn't good business.

Before you add to what is already working, look for evidence that it has been working for awhile and it is growing in strength. That's the one place where article marketing can not be contradicted.



Chapter – 3: Keywords and Stumbling Blocks



Selecting your keywords for your niche market isn't particularly difficult although it can be a bit time consuming. Some keywords are obvious.

Anything that relates to your business in an obvious way should not be overlooked. For articles for a pet supply website your

basic keywords might start with *pet supply*, *low cost pet supplies*, and *pet supply delivery* as well as usual and obvious variances of these words. From there you can move onto more specific keywords like *dog brushes* and *cat food delivery*. Anything you even think might be typed into a search engine should at least be on your list.

You have two resources for choosing your keywords, your mind and research. Both of these are valuable sources.

Do not discount something that you think might work just because it hasn't come up in your research yet, but if everything you are considering using is not coming into view you might want to reconsider your angle.

Keywords in articles were once very easy to do. About ten years ago you could write out an article with the same keyword repeated over and over again to attract the interest of the search engines.

After awhile, the article submission sites and Google realized that this was just littering the search engines with no valuable information.

Thus, Google went and changed the rules and the article submission sites backed them up. The article submission sites started rejecting any articles that reflected nothing more than a mere repeat of the word over and over again.



For a little while, you could get away with creating simple sentences that offered the keyword in each and every sentence. Once again, Google and the other search engines found that they were clogged with more useless information. Thus, the rules changed once again. The current standards for article writing have changed.

It's not whether or not you can use a keyword in the same article repeatedly, but it actually has to do with getting Google to recognize whether the keyword was used an appropriate number of times in order to determine that there was actual information in the articles and on the websites.

This means that by today's standards article submission sites insist that your articles hold a 2 to 3% density and that the articles you create and post are relevant not only to the subject matter.

By doing this, Google and the article submission sites have forced people to come up with actual topics and actual articles that provided something of value for the average user.

Whether you are advertising a guide for brushing your dog appropriately or if you are looking to entice interest in your home delivery service for pets your articles need to offer the reader something of value.

Entertain the reader or educate the reader, but don't expect the overuse of a single word to bring your article marketing to the front lines.

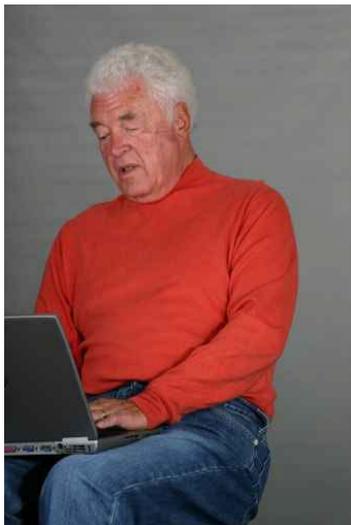
In fact, Google is now starting to overlook those articles and websites with an excessive number of keywords used in a repeated fashion. This type of article writing is known as keyword stuffing and it won't help your article marketing campaign.

While there are many aspects of article writing that can be learned over time, the basic gist of the market is to produce (or have produced) interesting, entertaining, informative articles that use the keywords several times but don't overdo it.

Usually somewhere between 500 and 600 words is an appropriate length. It can seem difficult to write multiple articles of that length that talk about a dog brush, but a good professional can do it and you can learn that way.



Chapter – 4: Getting Started



Even if you have a certain amount of writing skills, your initial efforts might be a bit plagued with uncertainty. Many potential internet entrepreneurs start off trying to write their own articles, but without any experience or even a solid frame a reference, they become quickly disoriented and disheveled.

Rather than struggling to figure out the process, it might be a good idea to hit the freelance sites and find a professional to at least start you on the process.

Through a bit of self education and the frame of reference a good writer can provide you with you might find you want to pick up the writing process on your own while you're growing your profits.

Of course, once you start showing signs of real profit, you might want to find that article writer again because you are starting to free up a little time and money.

By working closely with an SEO writer, you can start to learn the ropes and even start to determine whether the actual writing process is something that you can manage.

There are plenty of people who can write an amazing storyline but can't string together coherent and sensible articles for the purposes of article marketing. Since you don't have to spend a fortune to learn through the efforts of the writer, it makes perfect sense.

Selecting a writer can take a little time. Freelance sites are generally open to everyone who wants to give freelance writing a try.

Fortunately, most of the freelance sites offer a feedback system to let you see what other clients have thought of their work as well as a system for verifying their material is original. You can usually tell through the writer's samples whether or not they can handle writing to a high caliber or not.

Introduce yourself to the Copyscape program. This is a simple program that is designed to check the writer's samples and work against the internet to be sure that the writing they are doing for you is actually genuinely written as an original work.

You don't want to run the risk of posting plagiarized material with your name on it all over the internet. Most professionals check their work against the Copyscape program, but its best you are sure before you post your articles.

There is a lot of material on the internet, and there are only so many ways you can write a sentence so that it is logical and grammatically correct.

Therefore, even if you are writing your own material, you should still check it against Copyscape. Even a well seasoned professional writer will often accidentally fail to pass Copyscape simply because the writing process is so subjective.

You may very well find that your own articles don't pass. Google, and the original writer of the material, looks down very hard on copied material and this one innocent mistake can find you in a world of trouble.

It only takes a moment to check your articles through any type of plagiarism checker. There are free versions available all over the internet, although Copyscape tends to pick up more infractions.

Once you start developing your articles, or having them developed for you, you are going to need someplace to put them. You are also going to need a way to connect the articles to your website.

The final thing you will need is a way to make sure that Google and other search engines know how to find you faster and with less effort. Google is like anything else that has to make a path to its destination. The path is easier to get through once it has already been cut through the first time. We are about to explore all of this.

Chapter – 5: What to do with Articles



So now that you understand the basics of article marketing, you are going to need to know what to do with the articles as they are being written. The articles are useless to you unless you put them somewhere.

The obvious preference is to put them somewhere that Google and other search engines will notice them and help bring traffic to your website. You have several options, all of which are reasonably easy to deal with. Initially, your website is going to need some content. This is the part of article marketing that many 'interpreneurs' miss, at least in the beginning.

The content on your website can be very similar to the articles you use for your article marketing campaign.

Whether you simply choose to use product descriptions with an array of keywords laced through or you choose to offer informative articles that help the consumer make an informed decision, having keyword rich articles directly on your website helps Google and the other search engines find you faster and easier.

Your content need not be illustrious, just informative. Making it overly wordy isn't going to help your consumers formulate a well informed decision.

Some websites offer tips for choosing their products, useful information regarding their products, or the basic article that informs the reader why the product is such a stand out and that they would miss out if they didn't purchase from you right now.

This is not the same as sales material. When a consumer reads an article, whether on your website or as part of your article marketing campaign, and they feel as though they are being "sold" you run a high risk that they are going to move on.

Rather, taking a few moments to sincerely express your content in a concise manner that lets the reader know that they have found a solid website helps bring more traffic into your site.

After all, many users log on to the internet not for the purposes of spending money but for the purposes of finding the information they are looking for.

Consumers want a good deal, and beyond that they want to feel as though they can trust the website they are using. After all, they are going to give out their credit card information in order to make a purchase.

If they don't trust the website they are dealing with or feel as though they are no more important than the purchase they make, the next relevant website is just a click or two away.

This is another aspect of article writing that you might want to consider hiring a professional for. Someone who has experience with writing good content that doesn't sound like a sales pitch can be invaluable to you.

And fortunately you can get this done without mortgaging the house as well.

Your website content becomes linked with your sitemap. Your sitemap is then introduced to Google and other search engines.

If you keep your sitemap clean, you can actually link to all the search engines via each distinct page of your site map. As you do this, which isn't all that difficult, you are letting Google know that you are here and that you have the information.

When the right keywords are typed into the search bar, Google will check out your site map with the web crawler. Think of the web crawler as the little finger legs that reach out into the internet and bring back your results on a search page.

The web crawler is infinitely more aware of your website when you go through the "introduction" process. That means that you want to make sure Google and the other search engines are aware of your whereabouts on the internet, hence the earlier example of a precut path.

Linking your site map that is attached to your content might not be necessary if you have a truly unique product or keyword, but you will perform better overall when Google knows to look for you.

Google's web crawler linking advice and instructions change from time to time, and you can end up wasting your time if you don't take a few minutes to check out the latest techniques and acceptable practices.

Google also keeps an eye on how much content is added from one source. This is done to prevent sandbagging the competition as much as it is done to keep users happy. The last thing any user wants is a results page with the same website repeated over and over again. So, you can't trick Google into thinking that you are bigger than you are by adding a remarkable amount of web content and having a highly specified and keyword loaded site map.

Google will see that all the information is coming from the same source, and it will go out in search of the next authority on the topic.

Your articles that are not going to qualify as web content need to be linked to your website. While you can link your website directly to Google via the web crawler as well as the article marketing plan, this is seen as a grey hat line of traffic increase.

You want to make sure your practices are white hat. The terms mean what they imply. White hat methods are those that are pure and rich in intention and that follow the terms set forth by Google.

Grey hat methods are borderline methods of trying to increase your traffic while black hat methods are considered to be a rather large faux pas and you may even find you have been terminated from Google web crawlers altogether.

With the rise in internet based marketing techniques that ignore regulation, the internet search giant has instructed all sites (including article marketing submission sites) to remove all those with black hat methodology and you will find your efforts in vain.

Google does reserve the right to remove a company or a website that it believes has acted in contradiction with the rules and regulations of search engine submission rules.

The search engine's job is to search things out. There are plenty of websites that have found themselves pulled up along the many search engines, all at different rankings. This is an interesting phenomenon considering that Google generally sets the standard for search engine results and activities.

However, each search engine can be considered its own entity and one search engine might believe your website comes back at you as a higher authority than another search engine might.

Your articles, all done up in perfect white hat methods and readable quality, are going to need a settling point and a direction to direct traffic. Think of the internet as an actual highway. Google becomes the crossing guard helping people get to where they need to go with as little hassle and as much safety as possible. Therefore, article submission sites are always on the rise.

An article submission site is a place where you can enter your articles and they will be placed into a system that helps users reach their desired goal when they type in their keywords. After all, the whole idea is to bring traffic to your site.

Chapter – 6: From Article Reading to Your Website



As you are placing these articles online and you are starting to develop article content for your website, you will need to be sure that the information you place in the internet is linked back to your site. Many people do this with a very simple tag at the bottom of the article. One of the reasons that you want good and interesting, albeit relatively short articles, is to make sure that people read the whole thing. When they reach the bottom of the article you have entered a way for them to get directly to your website. Most people use the tags known as "for more information" or "about the author" tags. These are simple tiny blurbs at the bottom of the article that link to your website.

Adding a link to the bottom of your article is easy. In fact, if you go into your Word documents menu you should be able to easily find a directive that allows you to insert your link. Many version of word will automatically create the link every time you type out a web address in full.

Linking your articles to your website only takes a moment and it gives the reader a direction to go. Article submission sites often limit the number of articles you can send through in a specified time period.

Some will allow a daily submission while others will restrict your weekly submissions. By using numerous article submission sites, you won't find yourself quite as restricted.

Using multiple article submission sites also gives you more exposure, as the web crawler then sees each site as a different entity. Remember that you are looking for authority and this is one way to get it.

The web crawler will reach out to the linked articles on all the article submission sites and will categorize the information based on many aspects, including keyword density and initial source.

Google and the other search engines can now recognize the same authority located in numerous areas. That means your articles on one site are then combined with the power of your articles on another site, and so on, and Google just combines them as one equation. Your exposure becomes remarkably doubled and tripled in no time.

As you submit the articles to a submission site, expect a little bit of a delay between your submission and their availability on the internet.

Most sites go through the articles at least via software in order to be sure there is actual content. If there is no real content or your content offers no quality, the article submission site will kick it out and you will be notified.

Chapter – 7: Press Releases and Article Marketing

Press releases are another form of the same concept as article marketing. The biggest difference is that articles are pushed out in great numbers and there are only so many press releases you can put out.

Many internet marketers aren't really clear on the difference in writing an article and writing a press release. In some cases (if your articles are highly informative) there may not be much of a difference at all.



A press release needs to offer some sort of noteworthy or newsworthy information. Is your site launching something new? Has something significant happened?

How it is newsworthy and what makes it important to the public? What will consumers get out of your information? These questions all need to be answered when writing your press releases. It's not that difficult provided that you are able to provide some interesting and relevant facts that are of some sort of public interest.

In the articles that you are using to market, you do not want to mention the name of your website. This is what the resource box is for when you add your link at the bottom.

However, in a press release you do want to mention the website. Remember from Journalism class or English class that you have to answer the who, what, when, where, why, and how? You still have to answer at least most of these in your press release.

You can't answer the question of who without mentioning the website. Most press releases do leave out the answer to the question of how, as it usually isn't relevant.

Press release sites are similar to article submission sites, although their requirements are quite a bit stricter than article submission sites.

Usually, if a press release is denied you will get an explanation for why, and then it can be fixed and resubmitted. If you have no idea why your press release was rejected, go back to that freelance site and that professional and ask them to fix it for you.

Chapter – 8: The Downfall of PLR Articles



When PLR articles first attracted the attention of the marketing and professional public, everyone thought that they had found the answer to article marketing.

How easy it would be to just buy one set of articles and then rearrange them to make them different. In theory, this is true. However, the big downfall of PLR articles is that you have to know how to rewrite them and still get them to pass Copyscape, which is tremendously difficult if you follow the basic instructions of a PLR program.

There is software available that can simply insert synonyms for you, although you still have to go back and make sure they make sense.

Spinning software doesn't offer the same flair for the complex structure of the English language that we would like to think. Below is a simple sample of an original article followed by the same article "spun" with software.

ORIGINAL ARTICLE SENTENCE:

Looking for the perfect pet supplies on the fly can be a difficulty in time, energy, and these days even money.

SPUN ARTICLE SENTENCE:

Seeking for the best pet supplies on the bug can be a complicatedness in occasion, vigor, and those beings even compensation.

While the spinning software offers the correct synonyms, the software can not accurately detect whether or not the synonym is used appropriately or not, and a human still must go back and deal with the effects.

It is easier and actually less time consuming to simply write keyword articles for scratch or hire new keyword articles from scratch. Spun articles are difficult to decipher over time and it is nothing more than a mere frustration.

PLR content was an interesting concept, but it has been met not only with resistance from the article marketing professionals, it simply hasn't lived up to the so called mustard when it comes to performance.

The initial purchase of the PLR content and the necessary software could have easily bought you 100 articles instead.

Chapter – 9: Free Marketing Articles



Free marketing articles carry many of the same drawbacks as PLR content. What you can get for free is either unusable or simply doesn't make much sense.

While some fresh internet entrepreneurs would truly like to grab free marketing articles, the old adage of you get what you pay for is very accurate.

When you start to develop your marketing plan, your business budget, and the time you have to devote to your article marketing campaign you do need to factor in the cost either in time or money when it comes to producing articles.

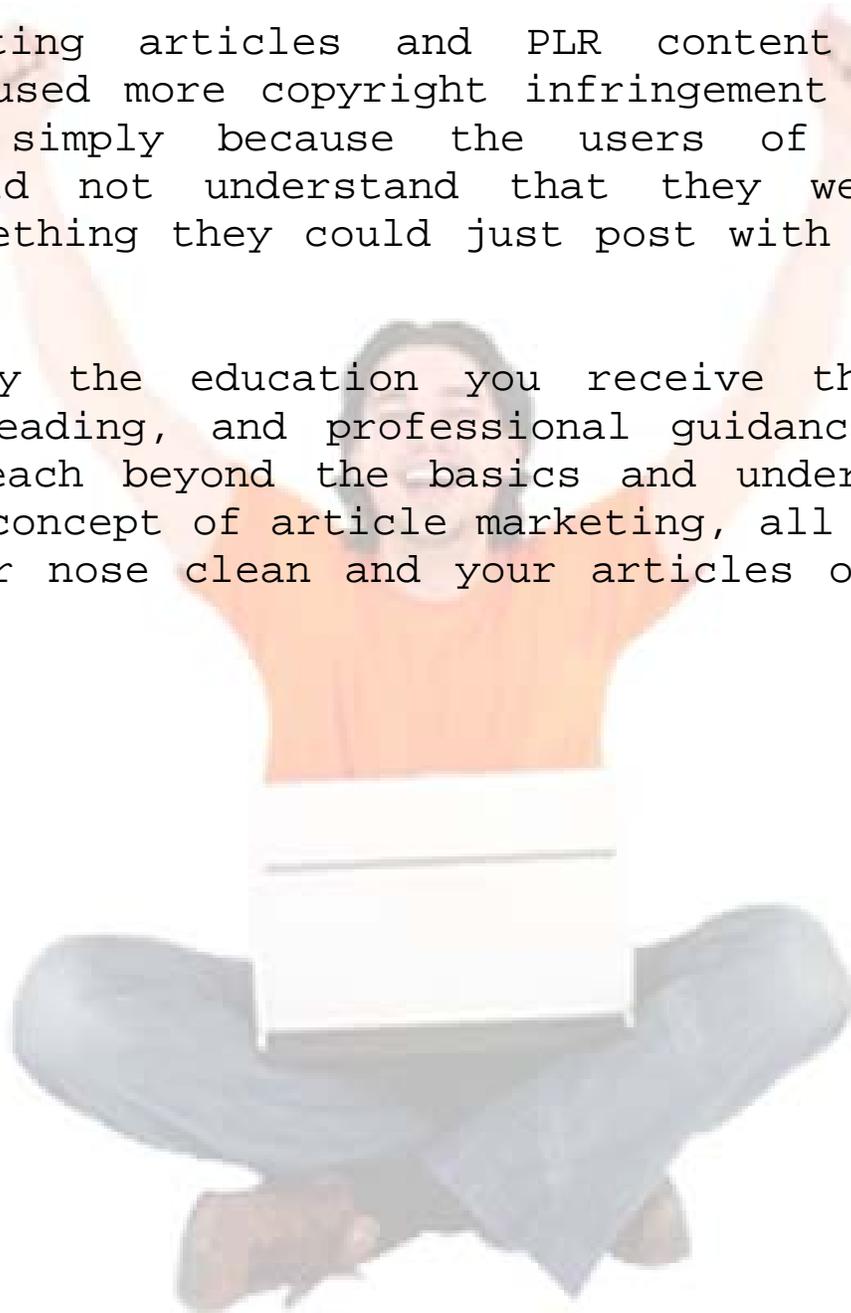
After all, you are building a business and you are not looking to slap something together that will be questionable for today and gone tomorrow. Using free marketing articles generally leads to copyright infringement issues that are very costly and time consuming to deal with.

Copyright infringement is a real issue. When you take someone else's work and use it without permission or payment you are running the risk of being sued, and these lawsuits stack up the potential losses that you have caused, or might

have caused on top of the penalties for plagiarism.

Free marketing articles and PLR content have actually caused more copyright infringement cases than ever simply because the users of these articles did not understand that they weren't getting something they could just post with their signature.

This is why the education you receive through practice, reading, and professional guidance can help you reach beyond the basics and understand the entire concept of article marketing, all while keeping your nose clean and your articles out of trouble.



Chapter – 10: The Value of the Resource Box



We touched on the resource box just for a few moments, but there is so much value in the resource box that we should visit it in more detail.

Your resource box at the end of your article is the link back to your website, and therefore your link to your profits. For so many new article marketers, the connection between the

articles and the website seems like a magical invisible link.

In many ways it is, but you do have to establish that magical invisible link. That is what your resource box is all about. Fortunately, there are some article submission sights that will turn your articles back to you if the resource box is missing, but some just check to verify content and move forward to the next submissions.

Inside your resource box you want to be able to sell yourself and your website in about thirty words. Create an expert position for yourself that can be considered real.

For instance, you are selling your pet supplies online for the first time but you worked in a brick and mortar pet supply store for many years before this. Great, then you are in some form or another a pet supply expert offering the best deal for your customers. Don't lie, but don't downplay what education you have received in life experience as well.

Many of us are experts on something. You don't need a degree to be an expert, just a lot of experience and flair for finding out more and more about your topic. Allow yourself that luxury for your signature line. After all, you only have a few words to convince someone to click the link in your resource box.

You also want to elevate your website. Your word choice here matters quite a bit. Your article got the consumer or user in a good frame of mind.

Your final tag should be one of authority and ambition. After all, who wants to read a great article only to read about the author: YOUR NAME HERE has a few months of experience and a brand new website to promote? This is not very inspiring nor does it exude confidence.

Instead, give yourself a little boost: YOUR NAME HERE is the owner of the fabulous pet supply website YOUR WEBSITE HERE and is available to advice on any matter with expertise.

Even something that short and well worded can bring clicks from a good article. Even if you are brand new to article marketing, you are not brand new to life and business. You have some sort of experience to draw from.

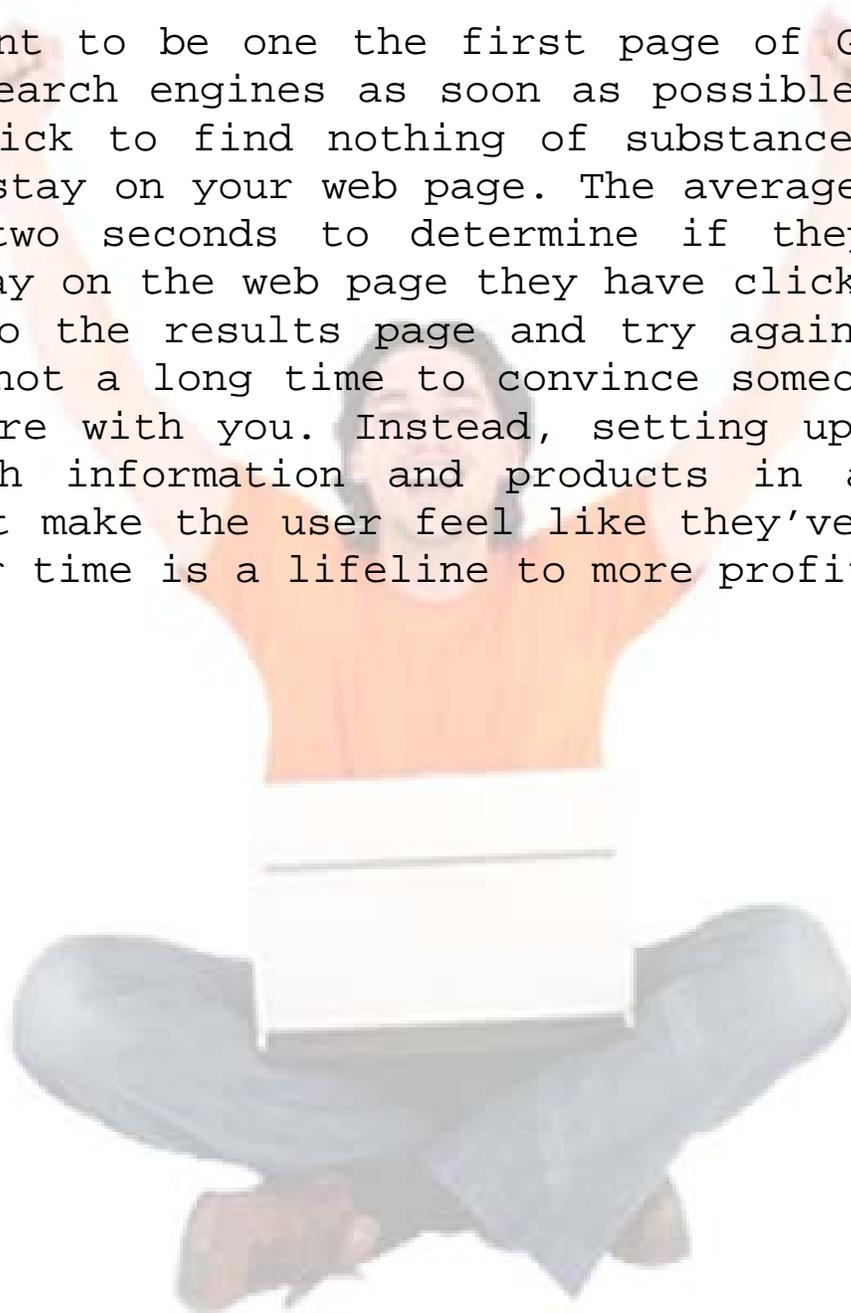
Again, do not lie as your credibility is everything online and your website depends on it. Just use good strong wording to promote you and your website.

Other resource boxes might be filled with a simple "for more information" tag. Which direction you decide to go in might be determined by the article submission website, but more often is determined by what you are comfortable using.

The resource box may simply say something along the lines of: For more information on discount delivery pet supplies, visit [YOUR WEBSITE HERE](#). It's very simple and straight to the point, and it often works.

As you start to see how articles turn into profits for your website, it is probably making sense to you that there needs to be some depth to your articles and your depth to your website's content. It's not uncommon for those who are getting started in article marketing to make the assumption that they just need to land on the first page of Google and other websites. This is not accurate.

Yes, you want to be one the first page of Google and other search engines as soon as possible, but if users click to find nothing of substance, why would they stay on your web page. The average user only take two seconds to determine if they are going to stay on the web page they have clicked on or return to the results page and try again. Two seconds is not a long time to convince someone to hang in there with you. Instead, setting up your website with information and products in a way that doesn't make the user feel like they've just wasted their time is a lifeline to more profits.



Chapter – 11: You Don't Want Back Links Alone



You don't want to focus your entire article marketing campaign on back links. Back links are, as they sound, links that lead back to your website. While you do need these, you need other aspects of article marketing in

order to skyrocket your profits.

A well written article can provide you with content for article submission sites with your back link, offer you website content, and finally provide search engine friendly material to help boost your relevance.

This once again reflects why the content of the articles need to be of high quality. Your articles can be added to your website and sent off to the article submission site at the same time since you own them. Some people like to make a few changes to the articles to make them mildly different, but in most cases there is no need for that.

While your articles and the back links and the SEO content is out there on the internet doing its job, you want to start collecting sets of ten articles that are relatively closely related and saving them in files for the construction of a simple newsletter.

With the construction of well crafted and unique articles, many people can put together a newsletter without any adjustments, or very few.

A newsletter is breaking off point from article marketing that is part of creating a very successful article marketing campaign, but it not the heart of article marketing. Most people save the articles and start creating a newsletter only after they have grasped the basics of the business angle. However, organization now can make it easier to jump into that line when it seems appropriate.

That may be next week or it may be next month, but your articles are going to be providing you with content for a very long time.

Chapter – 12: Is there a Time to Stop Writing Articles?



We've already covered that you can't just pound out fifty or sixty articles and expect to watch your profits rise, but is there a time when you should stop the article marketing campaign?

The short answer is no. The longer answer is that there is a great deal of competition on the internet. The entire world is pinning for that number one slot online, and even if you reach it you can never be sure that you will get to stay there day in and day out.

You have continue your article marketing campaign, which is why many experts recommend pacing yourself in order to be sure that you can keep up monetarily as well as physically with the chronic writing and submitting of articles.

Many highly successful internet entrepreneurs opt to continuously add businesses to their article marketing campaign. Once the first business starts showing a profit through article marketing, they add a second business and add to their daily submission of articles.

There are very successful internet entrepreneurs that manage ten or more article marketing

campaigns at once, with each on pushing their profit margin higher and higher.

Just because you start an article marketing campaign for a second, third, or tenth business doesn't mean that you should opt to let the first one flounder. This is a good way to start losing money instead of increasing your profits.

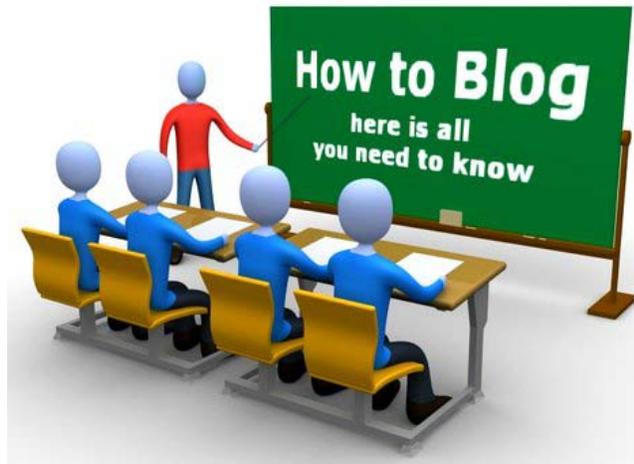
The success of your website depends entirely on its visibility to the public and the ability to provide a useful value to the consumer. When these two things come together you have created a very successful online business.

Once you have captured the idea of one, it becomes easier to repeat the process in a shorter amount of time. Learning the process once means that you can apply the process multiple times via multiple niche markets and you will find that your income is literally out of control.

The more you pay attention to the creation of additional businesses and track the performance of specific article submission sites and new keywords, the easier you are going to be able to develop a specified plan for each business thereafter.

There are plenty of people who have built themselves a very nice income using article marketing to promote affiliate websites. If you are without a business plan, this is a very good place to start your internet based income.

Chapter – 13: Articles and Blog Writing



Developing articles is one aspect of article marketing. Many new internet entrepreneurs are curious about the difference between article writing and blog writing.

Blog writing is a definite part of growing a more successful business, especially if you offer a valuable service or product that can bring people together.

A blog writer basically posts interesting content to your website's blog that directly relates to the concept of your website. If you are marketing your pet supplies, you might want to start a blog that focuses on pet care and concerns.

Almost every pet owner has gone through a period where they aren't quite sure they understand their pet's behavior or their health concerns. A blog can be exactly the right tool to bring in more people to your website.

Additionally, hiring a blog writer isn't expensive and you can usually count on them to keep the fire going. As your blogs grow, you would be surprised just how many keywords start pulling up the blog.

It is just a short hop and a skip from your blog to your website.

Hiring a blog writer is often done with the same techniques you would use to hire an article writer. A search engine optimized writer can offer you both services often for a package price.

Blog writing is often done best when it is expressed in first person and it is written by a real human being with a great deal of passion for the topic. So if you are starting your pet care and concern blog, your writer would drop in once a day and start posting pet related questions or even share pet related stories in order to help keep the flow of blogging going on your website.

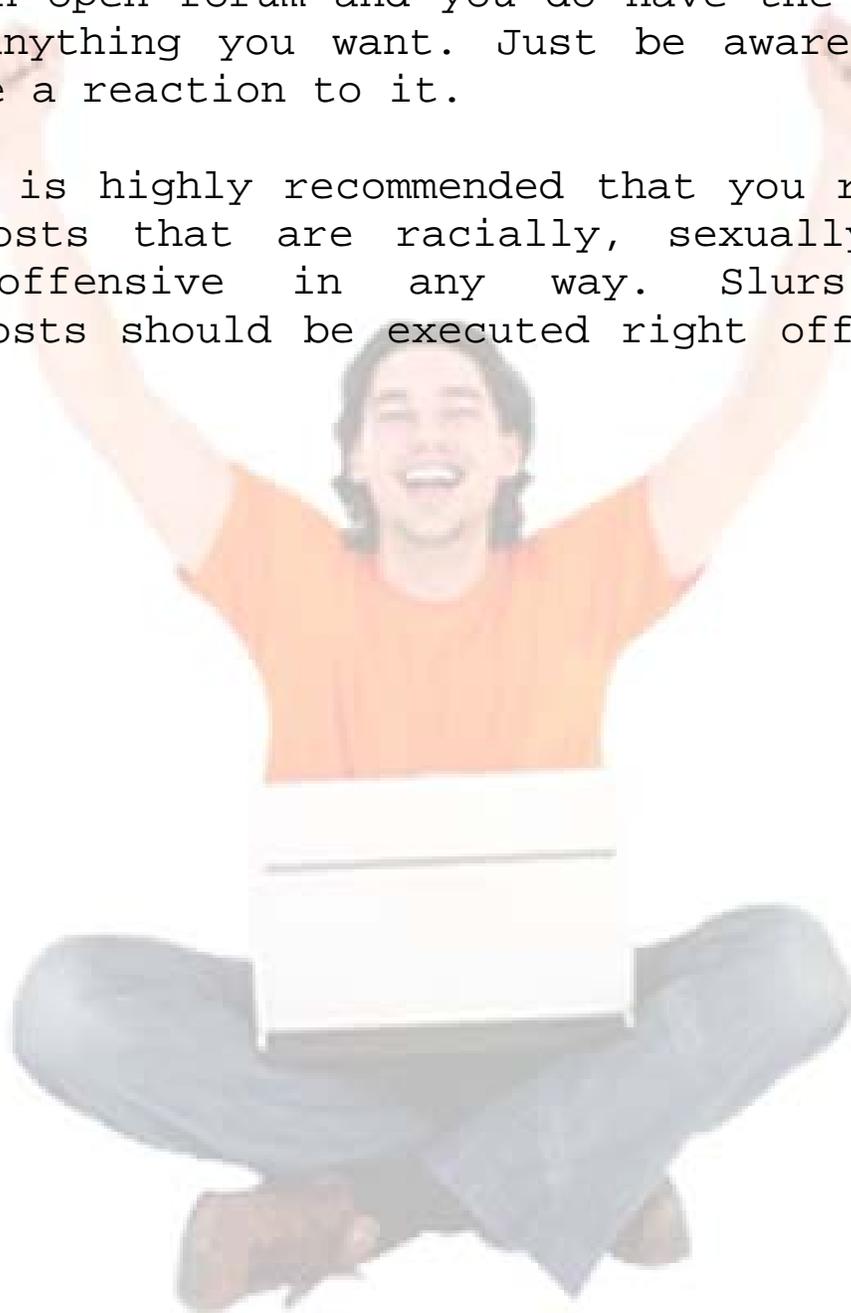
All too often a website gets up and running and before you know it, the blogging has stopped and people have lost interest.

Blogging gives people a chance to express their views, gather insights, and develop new ideas. When a blog gets running and has become rather successful, your website could very easily pop up on search engine results pages that have little or nothing to do with your actual product or service. Google looks to blogs just as much as any other web page trying to find the most recent authority on the subject. Bloggers also happen to be a good income source, as they tend to stay very true to their favorite blogs. While it is a good idea to check your blog to be sure that no one is advertising any additional sites or trying to take away from your site's credibility, removing information just to keep the blog slanted is not

looked upon with a great deal of trust for the site.

A blog is an open forum and you do have the right to remove anything you want. Just be aware that there can be a reaction to it.

However, it is highly recommended that you remove any blog posts that are racially, sexually, or otherwise offensive in any way. Slurs and demeaning posts should be executed right off your blog pages.



Chapter – 14: Indexing a Website



Indexing a website is equivalent to cutting that path directly from the search engine to your website. There have been interesting developments related to site indexing over the past year which makes it easier for website owners to be more

readily recognized via Google and the other search engines.

Google has now started a new and improved indexing option that allows those websites who are receiving traffic to be automatically indexed again.

Additionally, you can go in manually and reindex your web site. All you really have to do is click the button that will recharge the site's recognition with Google and other search engines.

Google orchestrated this to allow simple and fast indexing of sites that are growing, changing, and adding a great deal of content to their original index. When a web publisher creates the original website, they are responsible for indexing the site (introducing themselves to Google) as part of the job. You will need to clarify that your web publisher is on board with that, as some don't do it unless they are directly instructed to do so.

With the new and improved indexing for web pages that Google has offered, article marketing via web content alone just got much easier.

Thankfully, web publishers are quite able to get this type of project done in a relatively short period of time for a reasonable cost.

If you are building your own website, then you will be able to be walked through indexing process via Google instructions. In the publishing phase of the website, Google has made the indexing process rather self explanatory.

Many article marketers who add content to their site recommend reindexing with Google at the bare minimum of once every ten days, but many do it when they add content daily. As you learn the process, which isn't any harder than pointing and clicking, you will find your own timeliness on reindexing.

Chapter – 15: Pulling it all Together



Your article marketing campaign started with a website, keywords, and some writing. If you didn't have a website to promote, you have found one by now so that you can move forward looking toward a future of better profits.

Fortunately, article marketing is one of the few industries that is often not affected in the slightest by economic struggles. There is something fantastic about knowing that you are still in business with people all over the world, helping to fuel on a struggling economy. Your articles are out there on the internet forever, helping drive traffic to your website no matter what the economy looks like.

You have gone through the process of determining what is hot for the moment and what is not. You have researched your keywords, at least your initial keywords, and you have found a competent writer to help you create wonderful search engine optimized content.

From there, you have found many article submission websites and added SEO rich content to your website from those same articles. You are

remembering to file them into folders that allow you to pull together a newsletter in the future, right?

You are indexed with Google and other search engines and you are truly ready to start seeing some profits. With all the content that you are adding, you are refreshing your index with Google and the other search engines regularly. You have taken the time to learn the process, hire good writers, and enter your hat into the ring.

This is a time to stop and congratulate yourself for a moment. You have followed through with the process and you didn't stop after just a few articles. You are well on your way to higher profits and greater benefits.

You are learning the article writing process and have researched and applied a blog to your website. You have most likely done all of this in less than a month if you did just a little something for your website every day.

Article marketing has permitted you to start developing a stronger standing on the search results page and you are finding more visitors are hitting your web pages. Your articles are being read and people are coming to your site to buy what they need.

While it might have taken a few weeks to really get the ball rolling, this is by far the least expensive method of creating purpose driven web traffic to your website. The fact that you are now

starting to see a difference in your website's responses, you might start looking toward business number two. Just remember to keep up with the article marketing plan for business number one.

From here, the most important key is repeating the process over and over again in order to drive the traffic and the search engine responses higher and leverage your efforts. With a leveraged effort you can watch a sudden snowball effect take over your marketing and sit back with a sigh. You are now into article marketing. You can now call yourself a real live interpreneur.

Bonus:-

Easy Article Marketing: Step-by-Step Article Marketing System That Really Produces Profits

The first thing you will need to do is create an account with FREE article marketing directories. There are several of these, however, this guide will be placing an emphasis on the three we feel are most beneficial.

- www.EzineArticles.com
- www.GoArticles.com
- www.ArticleFeeder.com

Now, each one of these will have a simple registration process which consists of creating a username and password, supplying your e-mail address and then creating an author profile.

Your author profile could consist of your own profile or the profile of your company - it's completely up to you. However, it's important to

The screenshot displays the EzineArticles website. At the top, it says "408,061 Expert Authors Sharing Their Best Articles". Below this is a call to action: "Submit your high-quality, original articles for more exposure, credibility and traffic back to your website." with a "Start Your FREE MEMBERSHIP" button. The page is divided into several sections:

- Article Categories:** A grid of categories including Arts and Entertainment, Business, Computers and Technology, Gaming, Home Based Business, Internet and Businesses Online, Legal, Real Estate, Relationships, Travel and Leisure, Automotive, Cancer, France, Health and Fitness, Home Improvement, Investing, News and Society, Recreation and Sports, Self Improvement, Violence Interests, Book Review, Communications, Food and Drink, Home and Family, Insurance, Kids and Teens, Pets, Reference and Education, Shopping and Product Review, and Writing and Speaking.
- Search:** A search bar with the text "Search EzineArticles.com" and a "Search" button.
- Recent Articles:** A list of recent articles, including:
 - B Vitamins Dramatically Lower Risk of Alzheimer's Disease** - Alzheimer's disease cases are growing at an unprecedented rate with new cases expected to double by the year 2030. A news release from Alzheimer's Disease International considers this the single most significant health and awareness of...
 - Don't Ask Yourself "How Can I Win Her Back," Do It Instead** - Are you asking yourself how you can win your ex back? Here are a few things to keep in mind moving forward...
 - Enthralling Gardens to Explore in Brighthelm** - Brighthelm has a plethora of entralling places that you can tour during your dog-friendly holidays in Brighthelm. You can take the entire family, together with your dog for a grandiose vacation in this great town.
 - How to Attract Money, Wealth, and Riches into Your Life** - One of the most important aspects in your endeavor to generate new income is to learn what NOT to do. This is often said as important - if not more important - than learning how to do the right things. After all, bad habits can not only...
- New Expert Authors:** A list of new authors who have joined the site, such as Nathan from Toronto, Canada, Anubhavan from New Delhi, India, and others.
- Author Spotlight:** A section highlighting authors like Struan Boot (Diamond Author, 254 articles) and Catherine Collins (Diamond Author, 104 articles).

create a high-quality bio for yourself so that your profile is professional and interesting.

Now that you've gotten your accounts set up, you can start submitting articles and using the step-by-step plan that will put you on the fast track to traffic, credibility, trust and profits!

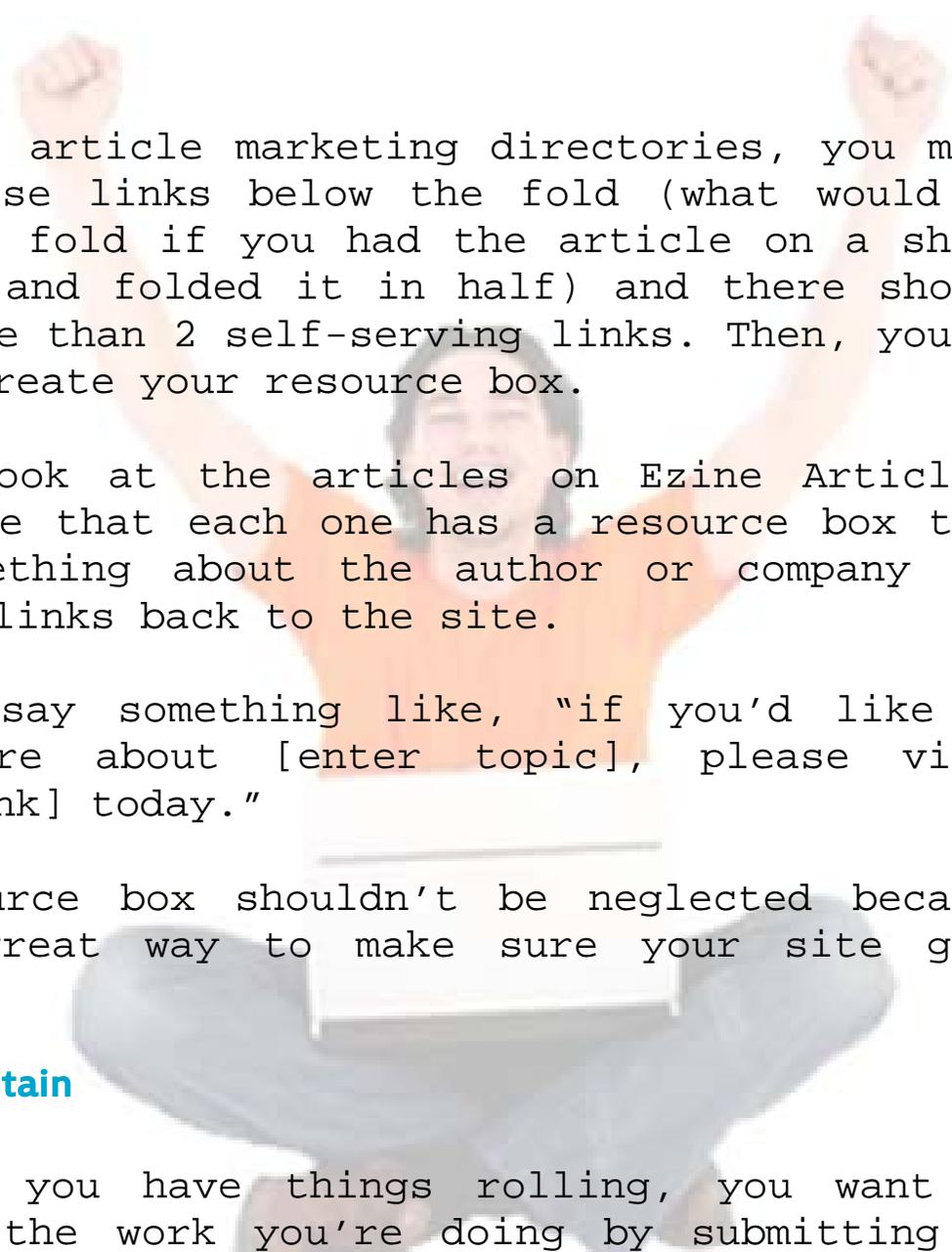
Step 1: Start Off Big!

You already know what your topic should be - it should be about whatever you're selling. If you're selling organic dog food, you might write about the benefits of organic dog food, the dangers of conventional dog food, how organic dog food can extend the life of your pet and so on.

Now, the truth is this - article marketing WILL NOT work if you submit one article. Sure, you might get a few visitors from that one article, but it's highly unlikely. With article marketing, quality and quantity are the keys.

Start off by writing 10 (450 to 500 word), high-quality articles about your topic. Submit these back to back. This way, you've created a nice list of articles written by you.

In each article, you want to include keywords that will help the search engines list that article high in search engine results listings. You will also want to imbed 1-2 links within the article that link back to your site.



With most article marketing directories, you must place those links below the fold (what would be below the fold if you had the article on a sheet of paper and folded it in half) and there should be no more than 2 self-serving links. Then, you'll want to create your resource box.

If you look at the articles on Ezine Articles, you'll see that each one has a resource box that says something about the author or company and includes links back to the site.

You may say something like, "if you'd like to learn more about [enter topic], please visit [enter link] today."

The resource box shouldn't be neglected because it's a great way to make sure your site gets visited.

Step 2: Maintain

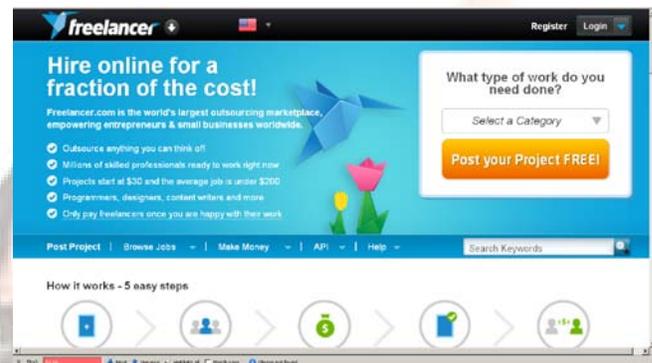
Now that you have things rolling, you want to maintain the work you're doing by submitting at least 5 to 10 new articles each week.

If you're unable to write the articles yourself, you can easily hire a freelance writer who is willing to write the articles, include keywords and even submit the articles for you. A few

places to get high-quality freelance writers include:

- www.GetaFreelancer.com
- www.eLance.com
- www.PricelessWriters.com

The whole point is that you keep your efforts consistent. Write about a wide range of things that are related to your topic - and try to be creative with the articles as well. This will help individuals enjoy what they're reading.



As you're creating new articles, if you reference something you've written an old article on - embed a link to that article. This will help you keep visitors reading your stuff longer and they will be more likely to click on the links that get them to your website.

Now, you will probably notice the most benefits after you've submitted more than 20 articles. So, if you've started off big and then maintained, you should notice more traffic in 2 to 3 weeks.

Step 3: Support Your Articles

Now that you're maintaining your work and submitting between 5 and 10 articles a week at least - you need to support your articles.

There are a variety of different tools that allow you to do this. For instance, Ezine Articles offers badges for you to place on your website or blog which state that you write quality articles for them.

There is also a widget which displays your most recent submissions to Ezine Articles - you can easily get the HTML code and paste that on your website or blog. Include links to your articles in forum signatures and e-mail signatures.

Include links to your articles in blog comments and in your profiles on other sites.

This will point individuals to your articles, which will then point them to your website. So, you're building an entire network of marketing efforts that all lead back to your site - where you will collect the profits!

Chapter – 2: Tips for Making Your Article Submissions Easier

Now, there are a few different ways in which you can make your article submissions go faster and easier. After you've written several different articles or you've outsourced several different ones, you might start running out of ideas.

This is when you can surf the web for more ideas! Simply visit websites that are similar to yours and see what kinds of topics you can glean from that. Also, you can search Google or Yahoo for '[insert your topic] articles' and browse through the listing results.

If you find some great articles that are related to your topic, copy and paste them into a word document for later use. You can then go back and re-write the article so that it is unique - and you can submit that.

Remember that you cannot simply copy, paste and submit someone else's work. It is wrong, it will destroy your credibility, you could get booted from these article marketing directories and you could even face legal charges. However, there is no law that says you can't rewrite those articles and make them unique - and make them yours.

Here's a little tool that will help you out - www.dupecop.com.

Use the comparison tool by pasting your new article in the right hand side and placing the swiped article in the left hand side. Click on the 'submit' button and you'll be supplied with a percentage of how unique the article is.

It's very difficult to get anything above a 65% - but you should make sure that yours is at least 60% or more unique. This will help protect you from accusations of plagiarism and will keep your articles interesting and unique!

Article marketing is a very valuable tool that can really help super charge and boost your marketing efforts.

It's a great way to let others know what you're all about and establish a name for yourself in the business.

Among other things, article marketing is a very valuable technique because it's free. There is no cost to take advantage of this method.

This saves you money in overhead, allowing you to collect all the profits for yourself!

In the future, you might consider going for the paid accounts, but many, many marketers make out like bandits by simply using the free options. Now that you have this article marketing system, get started creating your own high-quality articles and using them to boost your reputation, your traffic, your trust and your profits!

