Lesson 12: Article Marketing

In the previous lesson, we talked about the difference between traffic and relevance. Now, we will go into more detail about different forms of traffic, starting with Article Marketing. Article Marketing is a favorite of Internet Marketers around the world because it’s relatively straightforward to do. Many Internet Marketers have seen their first sale through article marketing. Let’s go into more detail about how to best utilize this free form of traffic.

Nothing is stopping you from starting Article Writing right now. You can open a Word Document or even Notepad and start writing about your chosen niche. Once you are done with your article, you submit it to what’s called an article directory. One of the most popular article directories is called EzineArticles.com. There are literally hundreds of article directories littered throughout the World Wide Web, but this is the most well-known amongst Internet Marketers.

You can also write within the website itself. You set up an account and once you’re done, you start writing in the provided windows.

One of the most important aspects of Article Marketing is the “Bio Box”, where you put the link to a product you’re promoting. It’s your single chance to turn the reader into a visitor and hopefully a customer.

It’s also important to write a relevant heading, preferably one that also catches the reader’s attention. You can make them curious, or angry, whatever. Evoking emotions will make sure that they will respond to your content and read on. If you include the main keyword that you’re trying to focus on, this will also attract readers’ attention.

Naturally the body of the article has to be relevant as well. If it’s full of “fluff” or not relevant to the main topic, it will not be accepted by the article directory. Good article directories like EzineArticles.com have real people reading your articles, so you have to make sure you adhere to their rules.

Article Marketing is predominantly a numbers game, in many different ways. Not all of your articles will get a lot of exposure or be read. Not all of your articles will get clicks in the Bio Box. That’s why you have to write heaps of them or get heaps of them written for you. Not all of them will get ranked in Google as well, but we’ll talk about that in the email about SEO.