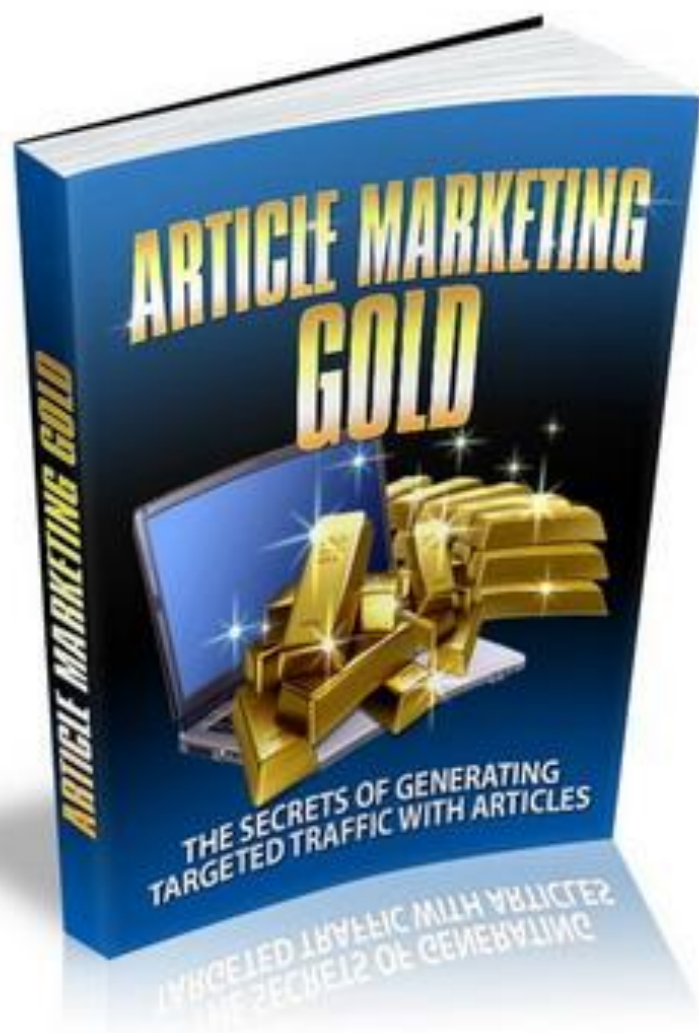


Article Marketing Gold



The secrets of generating targeted traffic with articles

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Introduction

With the rise of social media marketing and video in recent years, article marketing has seemingly gone a little out of fashion – but that doesn't mean that it's not a good marketing method to use in your online business...

Far from it in fact!

Article marketing is a **highly effective way of driving traffic** to your websites and **getting your name known as an expert** in your niche. It is also free (providing you write the articles yourself) and is extremely easy to get started with.

You can use article marketing to drive highly targeted traffic to any website or blog you wish. It can result in lots of sales, enhanced reputation, and it also has a viral effect.

Quite simply – conduct article marketing in the right way and the results can be golden.

So what IS article marketing?

Article marketing is probably one of the most widely known and used techniques in internet marketing. It involves writing content articles (often of between 300-800 words, although this can vary considerably) and then submitting them to article directories or content websites. You could also write and put articles on your blog, put them into a report, post on forums etc.

Article marketing can be extremely viral. Your articles can get picked up by newsletters and content websites (in addition to the ones you originally submitted them to), giving you wide exposure and lots of backlinks to your website (which can be good for SEO).

There's another good reason to engage in article marketing – it increases your credibility and makes you appear to others as an expert authority source...

As a reader, if you come across someone's article and you are impressed by the content, you are very likely to want to know more about that person and to check out their websites. They've helped you, so you see them as an expert.

Note: An 'expert' is simply somebody who knows more than somebody else! To be an 'expert' on a particular subject you don't need to know every single thing about it but you DO need to have a decent level of knowledge. The good news however is that thanks to the internet you can research absolutely anything – and so it is possible to write good quality articles on subjects you know very little about.

The key to being a successful article marketer is writing engaging and relevant articles and then submitting them to the right places.

Your articles will need to:

- Provide people with good quality, solid information.
- Be interesting, relevant and easy to read.
- Discuss the deepest problems, pains and needs of your audience.

- Point people to a place where they can get more information (ie. Your website – the one you are promoting!)

Your articles should serve to convince people that you know what you are talking about and that you are a good source of advice and information.

Let's imagine you're in the 'Twitter for business' niche – and you sell information products that teach businesses how to use social media to make more money.

You could write articles discussing the value of Twitter, why Twitter is a good marketing method, what Twitter is, advantages of the Twitter etc.

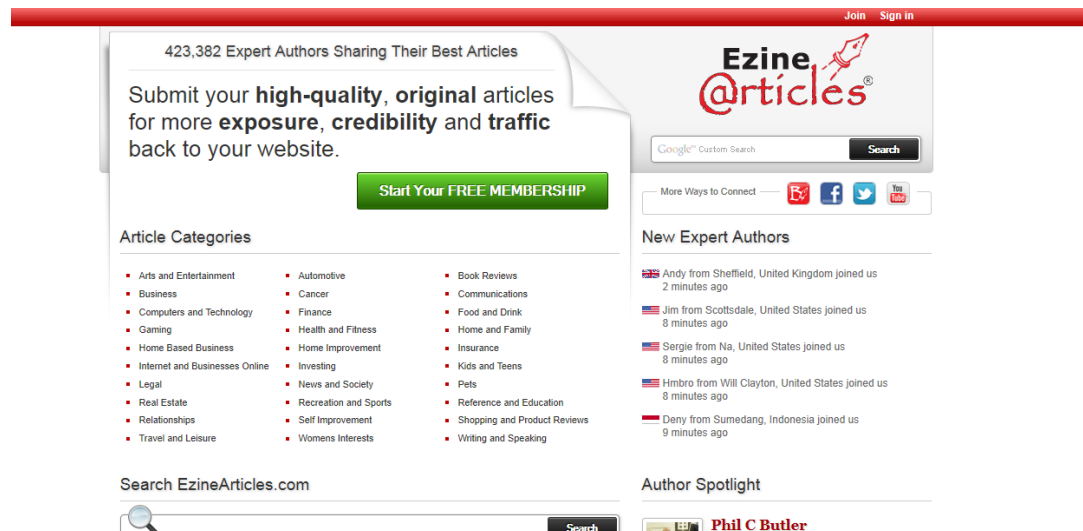
Your articles wet the appetite of the reader. They let the reader know that you are an expert on Twitter and they provide them with some good information without telling them everything (in order to find out more they need to check out your website).

Then, at the end of the article, you include a link back to your website within the resources box.

You could link to your squeeze page, where people have to sign up to your mailing list to get more free info, your blog, content website, etc.

You can link to pretty much any of your websites (subject to the terms of service of the article directory) but in general it is better to link to something where you provide your reader with more free information (as apposed to a paid product). You want to get them

onto your website and get them to take some action from there (whether that's signing up to your mailing list or buying your product).



Above: Ezinearticles.com, one of the leading article directories.

So – article marketing is a highly effective method and has a whole host of benefits to your online business.

In this report I'm going to teach you how to get started with article marketing and hopefully show you how to do it in the right way.

Believe me, it's the little details that often separate those who fail and those who succeed – so I hope that you learn something from this report and that it helps you to be a success and make more money online (it's why we're internet marketers after all ☺)

Write Your Own Articles or Outsource Them?

If you're reading this, you probably already know if you're a good writer or not.

Some people are naturally good writers. Their ideas flow and they can get their words down onto the page in double quick time.

Other people however seem to struggle. You might hate writing or it just takes you a long time to complete. Others are poor at spelling and grammar (although with modern Word processing software, this needn't necessarily be a barrier to writing your own articles).

Before you begin, you need to ask yourself whether you want to spend time writing your own articles or whether you would prefer to outsource them to a professional ghostwriter.

If you do the former then article marketing is effectively free – the only thing it costs you is time and effort.

The latter will cost money – although it is possible to find semi-decent writers at competitive rates.

What you need to weigh up is your writing ability and enthusiasm v. the time it will take you and the effort involved to write the articles. Even if you feel that you are a good writer (and you enjoy it) it can still often be worth outsourcing it because your time would be better spent doing something else.

Make no mistake about it – writing articles is extremely time consuming. Not only have you got to actually write the articles but

you have got to spend considerable time scouring the internet for research and information to put into them. That is of course unless you are writing about a subject that you already know off by heart. It is definitely true that as you spend more time working in a particular niche your knowledge increases greatly and it becomes easier and quicker to write articles.

There is of course a third option – you could use PLR articles and then spend time re-writing them, making them unique and adding your own information. Because of the nature of PLR (ie. Multiple people have the same content) it is not possible or advisable to submit PLR articles to article directories 'as is' – you must alter them significantly and make them unique to yourself – however this can still be easier than starting from scratch. Staring at a blank page in Word can be extremely daunting, so if nothing else PLR articles could provide you with a starting point from which you can work and develop your ideas further.

Whether you decide to write your articles yourself, outsource them or use PLR – I'll show you how to do it all later on in this report.

Remember however that writing the actual articles is only a small part of being an article marketer. You must:

- Choose the best subjects for your articles
- Include highly-optimized keywords that will help you with SEO (Search Engine Optimization)
- Research these keywords effectively for your niche
- Choose the right place to place these keywords within the article
- Choose the optimum places to submit your articles

How to Come Up With Ideas For Articles

A great article starts with a great idea. So - just how DO you come up with article ideas in the first place? What subjects do you write about within your niche?

My advice would be to not reinvent the wheel. I'm not saying go out and copy someone else's articles, but by doing a little digging around it's easy to come up with more article ideas than you'll have time to produce.

The key is to look around and find out what information people want in your niche. What are their problems? What are their needs? What is hot and new in the niche at the moment? What information do people want?

Here are some strategies you can do to find ideas for article subjects:

1. Look at existing articles

I've just said "don't reinvent the wheel" - so looking at existing articles is a great way to come up with ideas.

Pick a very general topic in your niche, tap it into Ezine Articles or a search engine, and see what comes back.

Let's imagine that your niche is "YouTube" and you want to write some articles on the subject of "marketing with YouTube."

Put the phrase "marketing with youtube" into the search box on Ezinearticles.com and you'll get back the following results:

[Video Marketing On YouTube](#)

Oct 26, 2011 ... Whether you're trying to get people to read your book, buy your exercise equipment or subscribe to your services, you're going to need to ...
[ezinearticles.com/?Video-Marketing-On-YouTube&id=6652259](#)

[The Hidden Secrets of Photography Marketing With YouTube](#)

Aug 31, 2011 ... Photography marketing with YouTube is one of the best kept secrets - until now. YouTube is turning out to be much more than just entertaining ...
[ezinearticles.com/?The-Hidden...of...Marketing-With-YouTube...](#)

[Video Marketing - Is YouTube Your Best Option For Hosting Your Videos?](#)

Dec 26, 2010 ... YouTube was created to host and deliver videos. Was it built though, for all types of content including your marketing videos?
[ezinearticles.com/?Video-Marketing---Is-YouTube-Your...](#)

[How and Why You Should Market Your YouTube Videos](#)

Feb 26, 2007 ... Do you enjoy uploading videos that you made to the YouTube website? If so, you may be pleased with all of the traffic that you get. YouTube is ...
[ezinearticles.com/?How-and-Why-You...Market...YouTube...id...](#)

[Affiliate Marketing and YouTube - How to Sell Using Video](#)

Jun 9, 2008 ... Everywhere you look its Youtube this and video that but how can use video to expand your affiliate marketing earnings. Video is taking over, ...
[ezinearticles.com/?Affiliate-Marketing-and-YouTube...to...](#)

[Affiliate Marketing From YouTube, It's a Weapon!](#)

May 24, 2011 ... We all know that soon after YouTube became a wonder and sensation of the Internet, everyone was eager to post all they could imagine.
[ezinearticles.com/?Affiliate-Marketing-From-YouTube,-Its-a...](#)

I can't screen-capture them all – there are currently 45,800 results for this phrase – so these are just the first few results.

Just by looking at the titles of existing articles you should get back some good ideas...

- Overview of video marketing on YouTube
- Benefits of YouTube marketing
- Affiliate marketing and YouTube
- YouTube for traffic
- Make money with YouTube
- YouTube for small businesses
- Advanced YouTube strategies
- YouTube marketing for beginners
- YouTube marketing mistakes

- YouTube marketing tips

I generated these ideas in under two minutes - and ALL of them could be turned into a good article. I also only got as far as the first few pages – and I’m sure if you dig a little deeper you’ll be able to come up with plenty more ideas.

By the way, looking at existing articles isn’t just good for ideas – it’s also great for research when you come to actually write your articles. Read through articles similar to the ones you intend to write and make notes on them. What points do they make? What angle do they look at things from? You can then go off and research further by scouring the net – but they provide you with a wonderful starting point.

2. Look around you in everyday life.

Sounds a little vague I agree, but you have to get into the mindset of an article writer. You could be anywhere – out shopping, visiting the hospital, or driving in your car. Ideas are all around us. If you're in the supermarket have a look at the magazine stand and look through some magazine articles. This has given me numerous ideas for articles and it's a great way to come up with inspiration.

3. Visit forums and blogs

Anywhere that people come together to talk about a particular subject is a great way to come up with article ideas. Pick out the most popular threads and see what people are talking about.

Let’s stick with the idea that our niche is “marketing with YouTube.”

I would go to the Warrior forum, search for that phrase and I would get yet more ideas.

4. Look at the sales pages of products in your niche

Find a popular product in your niche and go and have a look at the sales page. Specifically, find the list of bullet pointed 'product features' – most sales pages have this and it is a great way to come up with instant article ideas. 'The Top 3 Ways of Monetizing Your Blog,' 'Why You Must Build a Blog' – those were just two bullet points I found on the sales page of a product that took me 2 minutes to find. There, that's two article ideas straight away!

What most people find is that once they have got started the ideas begin to flow and the ability to come up with article ideas becomes second nature. Look around you. Consider what people are talking about in your niche. You will probably find that one idea leads to another, and another, and another...

Deciding On Your Article Title and Keyword

Once you have come up with some good general ideas for articles, the next stage is to turn these ideas into actual article titles – and then to decide which long-tail keywords to use.

Article titles

The title of an article is VERY important. Its job is to capture the reader's interest and make them want to read on.

Your title will also contain the long-tailed keyword of your article (and you'll also put this into the first paragraph).

Having said that the title of your article is very important, they are generally not too difficult to think of either...

Some evergreen examples I like to use are:

How to:

e.g. How To Generate More Traffic To Your Website Today

x Tips:

e.g. 5 Tips For Getting More Out of Twitter

x Ways:

e.g. 5 Ways To Generate Traffic To Your Website

X Reasons:

e.g. 4 Reasons To Build a Mailing List

Advantages/Disadvantages/Benefits/Drawbacks:

e.g. 3 Advantages of Using Twitter In Your Online Business

What You Need To Know About...

e.g. What You Need To Know About Affiliate Marketing in 2012

Questions:

e.g. Is Social Media Worth My Time and Effort?

Can You Really Make Money With Twitter?

Those are the main ones I use – but have a look at other people's article titles and that should give you further ideas.

Long-tail keywords

Each of your articles should target ONE specific long-tailed keyword. For example, your long-tailed keyword might be "benefits of YouTube marketing."

Your keyword will go into your article title and also into the first paragraph. It should be a minimum of three words in length and should be a phrase which can easily fit into a paragraph (for example "YouTube benefits marketing" might be thrown up by some keyword suggestion tools but it wouldn't be a good one to use as it doesn't make sense! "YouTube marketing benefits" however would be absolutely fine!

Let's stick with the first example and see how that keyword would fit into your article.

Your article title might be:

Four Benefits of YouTube Marketing – What Your Business Needs To Know In 2012

Then your first paragraph might be:

YouTube is becoming increasingly popular amongst business who use it to drive highly targeted traffic to their website. But is that the only thing it can be used for? Here are four **benefits of YouTube marketing** that you might not have thought of...

So that might not be the best opening to an article in the world – but it would suffice – and hopefully it gives you the idea.

An important point to mention here – don't go overboard with stuffing your article full of keywords as most directories penalise articles which have too many in them. **Target one keyword phrase per article** and put the phrase into the article body just a couple of times. **Most importantly, make sure it is in the title and the first paragraph.**

Deciding on your long-tailed keywords

Some people like to spend hours and hours researching keywords – but personally I like to get stuck in with writing the article as soon as I can.

The traditional method for keyword research is something like the following:

1. Generate initial keyword ideas by using a keyword suggestion tool
2. Visit the Adwords Keywords Tool and look up your keywords.
3. Seek out key phrases with around 1000-5,000 searches
4. Run these keyword phrases through Google's search engine, putting your key phrase in quotes ("like this")

You can still do this – but don't spend hours on it. Article marketing isn't always an exact science and the keywords you think will do well aren't always the most successful!

**Do a little research and then just decide on your keywords.
Don't spend hours on it!**

Writing The Main Body Of Your Article

The main body is (as you probably already know) the main part of your article. It will contain three main parts:

- **A Beginning** (The introduction to your article)
- **A Middle** (The main content)
- **An End** (Where you draw a conclusion and summarise the content of the article)

Here are some things to think about when writing and structuring your articles:

Content

One of the most important things to remember when writing an article is that content is king. Your article needs to contain great information because, quite frankly, it doesn't matter how well your article is written, if the content is PANTS then the article will *still* be a poor one, even if the English is top notch.

As I've mentioned previously, the internet is the most wonderful tool for finding things out that you could ever imagine – so there really is no excuse for producing a poorly researched article or one which lacks any sort of "meaty" content.

Once you have decided on what your article is going to be about and you've decided on your keyword phrase, the first thing you should then tackle is research.

Spend some time reading websites, forums and blogs and thoroughly read up on the subject in order to fill in any gaps in your knowledge.

Your article should focus on one specific point or area. Don't make the mistake of trying to cover too many topics or points in one article – make it very specific.

And while content is king, don't give away too much! Give the reader good, solid, well researched information and some excellent content – but don't give them the whole Sunday roast. You want to wet their appetite and leave them feeling that you are an expert on the subject – **but you also want them to finish reading the article with the desire for more information** (which they can get, of course, from your website – the one you are linking to in your resources box at the end of the article!).

Make you articles easy to read

Making sure that your articles are easy to read is absolutely essential. Lets face it, most people (including myself!) have pretty short attention spans, so you want to ensure that everything is as easy as possible for people to read.

- **Keep paragraphs short and snappy.** There's nothing more off putting to a reader than huge chunks of text with no white space. Try and keep your paragraphs to 4 or five lines max, and then go onto a new one, leaving a space between.

- **Make use of headings and bullet points.** They make it easier for people to see the information they are looking for at a glance.
- **Avoid using long words or phrases when a short one will do!** People hate reading articles that are unnecessarily complicated or long, so don't do it.

Just take the example articles below. It's pretty much the same article – just formatted differently.

Which one looks more appealing? Hopefully this shows you the difference some simple formatting makes.

Example 1: (The WRONG Way)

How To Create an Information Product Easily

So you know you need your own products in your online business but the thought of creating them seems like an almost impossible task. What do you create and how do you go about creating it? The good news is that it doesn't have to be difficult. Here are some ideas on how to create an information product easily.

You could do an interview and you have an instant product. This has to be the easiest way of creating a product yourself. Find someone in your niche to interview, do a Skype chat and record it. Whaammmmm – instant product! In fact if you then have it transcribed you suddenly have not one but TWO products. You could package them together or even charge people to upgrade from one to the other. Another option is to use PLR. If you're struggling for ideas then a great place to start is with PLR material. Find a good quality report, ideally with unrestricted private label rights, and then repackage it, re-write it, re-title it and get some unique graphics made. If you do it right you'll end up with a product that is unrecognisable from the original and it will have been much easier to create because you are not starting from scratch. If you really can't create something yourself then you can still have your own product - just pay someone else to create it for you! If you can find a good ghostwriter (and I find that the best way to find one is from a personal recommendation) then you can get create products made at a reasonable cost. How do you find a good ghostwriter? Simply ask other internet marketers. The Warrior forum is a great place to start.

So, there you go. With these ideas, now you simply don't have any excuse not to have your own product!

Example 2: (The RIGHT Way)

How To Create an Information Product Easily

So you know you need your own products in your online business but the thought of creating them seems like an almost impossible task. What do you create and how do you go about creating it? The good news is that it doesn't have to be difficult. Here are some ideas on how to create an information product easily.

1. Do an interview and you have an instant product

This has to be the easiest way of creating a product yourself. Find someone in your niche to interview, do a Skype chat and record it. Whaammmmm – instant product!

If you then have it transcribed you suddenly have not one but TWO products. You could package them together or even charge people to upgrade from one to the other.

2. Use PLR

If you're struggling for ideas then a great place to start is with PLR material. Find a good quality report, ideally with unrestricted private label rights, and then repackage it, re-write it, re-title it and get some unique graphics made. If you do it right you'll end up with a product that is unrecognisable from the original and it will have been much easier to create because you are not starting from scratch.

3. Find a ghostwriter

If you really can't create something yourself then you can still have your own product - just pay someone else to create it for you! If you can find a good ghostwriter (and I find that the best way to find one is from a personal recommendation) then you can get create products made at a reasonable cost. How do you find a good ghostwriter? Simply ask other internet marketers. The Warrior forum is a great place to start.

So, there you go. With these ideas, now you simply don't have any excuse not to have your own product!

Make your articles interesting

People will be reading your articles because they are looking for information – but if they are also entertained by your article then all the better.

The best way to inject your articles with some interest is to let your personality shine through in your writing and introduce anecdotes

(stories) or examples in your articles. These serve to back up what you are saying and inject some realism into things.

Listen – people LOVE stories, especially if they involve some sort of disaster. If I was writing an article about email marketing, I might make the point within the article that people should make sure that people thoroughly check their email before hitting the ‘send’ button and blasting it to their mailing list. I would then include the story about the time I once sent an email out to completely the wrong mailing list – and sent an email about how to date more women to a list who had opted in to receive information about woodwork (yep – pretty embarrassing.)

Tell people your disaster stories – they’ll love ‘em and it will bring your articles alive!

Check for spelling mistakes, grammatical errors and incorrect information

Many people do a hopeless job with this – and I’ve never really understood it because (quite frankly) if you turn out articles with spelling mistakes and errors all over the place then all it shows is that you are lazy and careless!

Now I know that even with the best will in the world mistakes happen (and believe me I’ve made some corkers over the years) but publishing an article which contains 5 spelling mistakes is just plain silly and it will damage your efforts with article marketing because people won’t take you seriously.

Before you publish your articles, make sure you proof read them thoroughly. Don't just rely on your word processor either because they don't pick up every single thing.

Put your best information first

This is actually one of my top tips. The opening two paragraphs of your article are absolutely crucial because it is your one chance to capture your readers interest and convince them to read on further.

Avoid long, rambling introductions. State what you are going to talk about in the article and then get straight into the content.

As I mentioned previously, people have short attention spans and if they find the opening of your article to be boring then you've probably lost them forever. They probably won't read the whole article, let alone take the time to check out your website.

Writing The Resources Box

The resources box comes at the end of your article and is probably the single most important thing in your article. It is absolutely crucial to your success because this is the place where you put your link back to your website. It is your chance to get people to click on your link and get that all-important traffic!

Your resources box should have a strong call to action and should be written specifically for the article in question.

Here's an example of a decent resources box:

Want to learn more about how you can increase your conversions and make more money online by marketing with YouTube?

Click on the link below NOW to download your FREE report which will show you how, step by step:

LINK HERE to your website (e.g. your squeeze page)

Article source: LINK HERE to the location of your article

Make sure that your resources box links in with the article (bespoke for each article) and that it focuses on the reader and what's in it for them (rather than focusing on the author, as many resource boxes do).

In the example above, I focused on the fact that the reader might want to know how they can make more money online with YouTube (*that* is what is in it for them).

You also want to provide a strong call to action (ie. Click on the link and visit your website!

You definitely DON'T want to focus on yourself. Quite frankly, the reader doesn't care!

An example of a poor resources box is below:

Joe Bloggs is an internet marketer living in England. He is an expert at YouTube marketing and makes his full time income online. He studied Business Studies at University and has years of experience online. He is the author of "YouTube Basics" which you can purchase at LINK

Can you see why this is not very good?

It focuses on the author and not on the reader. Whilst it is great they are an expert at YouTube marketing and studied Business at university, the reader doesn't actually care! They want to know what's in it for them – and they need to be given a strong call to action in order to get them to do what you want them to do.

What website should I link to?

You can in theory link to pretty much anywhere (subject to the rules of the article directories) – however it is usually best to link to something that is free.

If your article links straight to a sales page then it is pretty obvious to the reader that the article was just a sales tactic.

By linking to something free it gets them on side and makes them more likely to take you seriously.

If you can, perhaps the best place to link to is a squeeze page offering a free product. By doing this you can capture their email address and market to them again and again via email. It is then that you can sell to them (for years to come – for as long as they remain one of your subscribers).

Outsourcing Article Writing

If you don't fancy writing articles yourself (as I mentioned previously, it is very time consuming and often your time can be better spent elsewhere) then you might want to consider hiring a ghostwriter.

A ghostwriter is simply someone who writes for you *as though they were you*.

You will find lots of ghostwriters online and the prices they charge vary considerably. So however does the quality of what they produce...

Now there are exceptions to the rule but usually a low price means you will get back poor quality articles! When it comes to this, you really do get what you pay for.

If you hire a poor ghostwriter and the articles they write for you are pretty rubbish then you might have to spend hours completely re-writing what they have produced. Now I don't know about you but to me that rather defeats the object of hiring a ghostwriter in the first place!

So how do you choose a good ghostwriter?

Well, the only thing I can really say is find out as much as you can about the person in question and then make a judgement as to whether or not to hire them. Look for examples of their previous work and testimonials from previous clients. This is usually a pretty good indicator as to the quality of work they are likely to produce

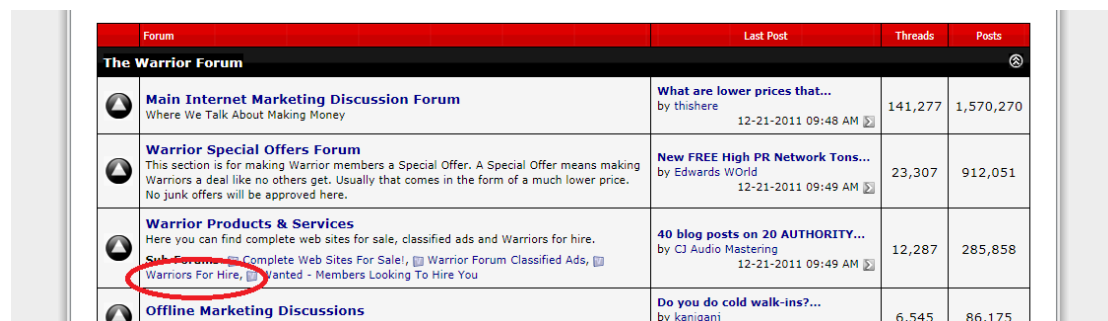
for you. Also find out what their turnaround time is (you don't want to be waiting a whole month for five articles) and consider where they are based. Is English their first language – or do they have any qualifications in English writing? You might also want to ask them about what subjects they know or any specialist areas of expertise which they may have.

Once you have found out all these things you then need to weigh them up against the price they charge. You might find a particular ghostwriter who ticks all of the boxes – but if their rates are too high then you will obviously need to look elsewhere.

So where do you find ghostwriters?

Perhaps the best source is personal recommendations. If you know other people who hire freelance ghostwriters then consider asking them who they use and would recommend.

Another good place to look is the Warrior Forum (<http://www.warriorforum.com>) – they have a specialist Warriors for Hire section and you often see advertisements from ghostwriters who are looking for work.



Forum	Last Post	Threads	Posts
The Warrior Forum			
Main Internet Marketing Discussion Forum Where We Talk About Making Money	What are lower prices that... by thishere 12-21-2011 09:48 AM	141,277	1,570,270
Warrior Special Offers Forum This section is for making Warrior members a Special Offer. A Special Offer means making Warriors a deal like no others get. Usually that comes in the form of a much lower price. No junk offers will be approved here.	New FREE High PR Network Tons... by Edwards World 12-21-2011 09:49 AM	23,307	912,051
Warrior Products & Services Here you can find complete web sites for sale, classified ads and Warriors for hire. Sub-Forums: Complete Web Sites For Sale, Warrior Forum Classified Ads, Warriors For Hire, Wanted - Members Looking To Hire You	40 blog posts on 20 AUTHORITY... by CJ Audio Mastering 12-21-2011 09:49 AM	12,287	285,858
Offline Marketing Discussions Offline Marketing strategies, techniques and ideas	Do you do cold walk-ins?... by kaniganj	6,545	86,175

You can also look at the many specialist freelance websites such as <http://www.peopleperhour.com>

The screenshot shows the PeoplePerHour website homepage. At the top, there is a green banner with the text "NEW! Woohoo!... you can now find your friends on PPH!" and a "connect to Facebook" button. Below the banner, the website logo "peopleperhour.com" is displayed with the tagline "Job done!". Navigation links include "Login", "Sign Up", "People", "Jobs", "Community", and "Post Job". The main content area features the headline "The smarter way of working!" followed by a paragraph: "Every day thousands of small businesses use PeoplePerHour.com to hire top talent remotely for small projects or a few hours per week, allowing them to remain lean and flexible while getting the job done!". A "Get started" call-to-action points to a green button labeled "Post a Job - Free!". To the right, there is a holiday-themed graphic that says "PPH wishes you a Happy Holiday" and "Thanks for all your support in 2011!".

Elance.com:

The screenshot shows the Elance.com website homepage. The top navigation bar includes the Elance logo, "FIND TALENT", "FIND WORK", "BUSINESS SOLUTIONS", and "ABOUT US". There are also links for "United States", "Register", and "Sign In". The main content area features a large image of a smiling man, James Anderson, holding a sign that displays his profile: "James Anderson, PHP Programmer, 4.8 | 25 Jobs, Skills - php, ajax, linux, html5, java". To the right of the image, there is a green box with the headline "Instant access to great talent™" and the text "Over 500,000 rated and tested professionals to choose from". Below this, there is a list of benefits: "Staff up and down as needed", "Get candidates right away", "Approve work before payment", and "Learn More »". A green button labeled "Post Your Job" with the subtext "It's Free" is prominently displayed. To the right of the button, there is a link for "Looking for work? Sign up as a contractor".

Using PLR

If you don't want to do lots of writing then another good option can be using PLR articles.

The first thing to say here is that you can't use PLR articles 'as is' – by that I mean buying them and then submitting them to article directories without changing them. Doing this is forbidden (at least by most) simply because it is duplicate content.

What you can do, however, is buy PLR articles and then rework them. Reword things. Add your own information and research.

Don't just change a couple of words here and there – that isn't acceptable either. You need to rework the article to the point where it is unrecognisable from the PLR original.

The other important thing to mention is that you should make sure that you buy good quality PLR. You need to have something decent to work from, so buy from a reputable provider such as Daniel Flower's [DirectPLR](#)

Submitting Your Article To Article Directories

Before submitting your articles to article directories always make sure that you thoroughly read the terms of service and find out their article acceptance policy. You don't want to submit an article which breaks the rules because a.) it won't get accepted in the first place and b.) you could get banned from submitting to that directory again.

The biggest and most well known article directory is

<http://www.ezinearticles.com>

423,952 Expert Authors Sharing Their Best Articles

Submit your **high-quality, original** articles for more **exposure, credibility** and **traffic** back to your website.

[Start Your FREE MEMBERSHIP](#)

Article Categories

- Arts and Entertainment
- Business
- Computers and Technology
- Gaming
- Home Based Business
- Internet and Businesses Online
- Legal
- Real Estate
- Relationships
- Travel and Leisure
- Automotive
- Cancer
- Finance
- Health and Fitness
- Home Improvement
- Investing
- News and Society
- Recreation and Sports
- Self Improvement
- Womens Interests
- Book Reviews
- Communications
- Food and Drink
- Home and Family
- Insurance
- Kids and Teens
- Pets
- Reference and Education
- Shopping and Product Reviews
- Writing and Speaking

Ezine @articles

Google Custom Search

More Ways to Connect [TV](#) [f](#) [t](#) [y](#)

New Expert Authors

- Daniel from Halifax, United Kingdom joined us 54 seconds ago
- Ashish from Lucknow, India joined us 7 minutes ago
- Andri from Bandung, Indonesia joined us 14 minutes ago
- Vaibhav from Lucknow, India joined us 15 minutes ago
- Jerry from Ny, United Kingdom joined us 20 minutes ago

Others include:

[Article Dashboard](#)
[Submit Your Articles](#)
[ArticlesBase](#)
[Suite 101](#)
[Buzzle](#)
[GestBiz](#)
[GoArticles](#)
[Dk-article](#)

You could also consider using a submission service – either by hiring someone to do it manually or through using one of the many automated services. These can be a great time saver.

Four Common Article Mistakes

A good article should give the reader some good information and leave them wanting to know more about the author, yet many articles I see are likely to leave you with exactly the opposite impression – ie. that the author didn't know what they were talking about.

Here are four common article mistakes I see on a regular basis:

1. The information is incorrect or out of date

It is important that you do your research well and give information that makes you appear like an authority source on the subject. Take the time to get to know your subject well and read several sources of information before you even start writing your article. Never underestimate the knowledge of your reader – it is highly likely that they know more than you do!

2. Poor spelling and grammatical errors

I'm not saying that you have to be word perfect, but your article does need to flow and demonstrate a reasonable grasp of the English language. I see many articles where the writing style is just so poor it is near impossible to tell what the person was actually trying to say.

3. Poor layout

People want to extract information from your article quickly, so make sure you keep your paragraphs short and to the point. Make use of bullet points to highlight the key issues and consider using sub headings to break things up.

4. Too much information

Many articles seem to ramble on and on whilst forgetting what the point of the article was in the first place. Try to stay on track and focus on one particular element of your subject in each article. Don't try to cover 20 different elements in a 400 word article or allow your article to reach anywhere near 1000 words.

Conclusion

Article marketing is a highly effective way of generating traffic to your website, getting people into your sales funnel and making yourself look like a credible source of expert information.

Articles are a great source of traffic – and best of all it is completely free (unless of course you decide to outsource the writing of your articles to a freelance ghost-writer.)

The key to article marketing is producing good articles which target good keywords – and then to submit them to the best article directories.

I hope that during this report I have given you a good outline of article marketing and have given you the tips and strategies you need to succeed.

Please go out and try this. Article marketing works – and although it can be fairly time consuming (and the results don't always come in as quickly as you expect) – stick at it and you'll start to see some positive results.

Good luck.