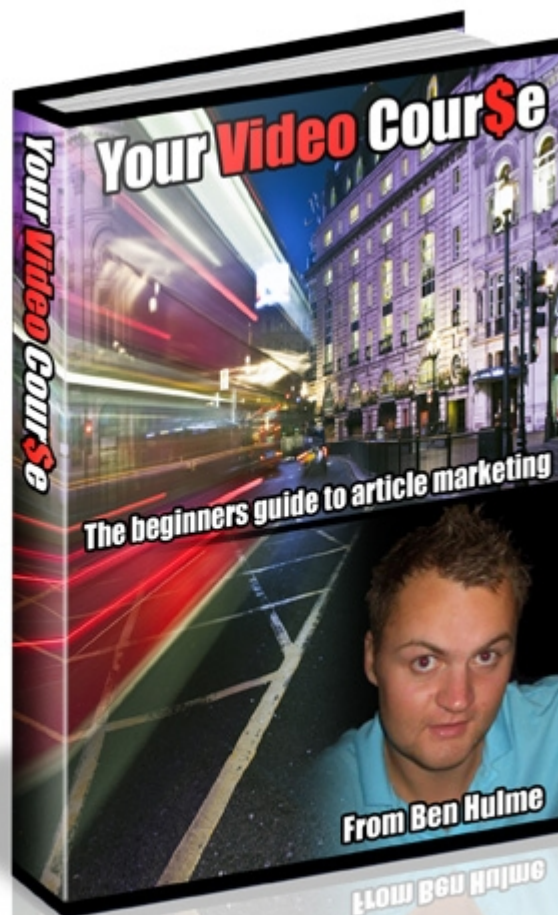


The Beginners Guide To Article Marketing.

“How to Maximize Your Exposure & Make Huge Profits Using Article Marketing”

By Ben Hulme



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1. Article marketing explained

One way of promoting your website and products can be achieved for **FREE**. As an additional bonus, this “free” method can boost your sites and sales, doubling and even tripling your income. Articles are one of the easiest ways to promote your website in order to generate traffic and increase your earnings.

How does this work?

You write articles relating to your website and submit them to the hundreds of “free content” submission sites. Easy to do, takes little time and can increase your website traffic, sales and of course, your income.

How can article writing boost your traffic and income?

The article you submit to the free content site contains a link to your own website. Readers, after reading your articles, may choose to click on the link and pay you an unexpected visit. Having them on the free content sites also makes your articles available to other webmasters who may wish to publish that article on their sites. If they do, your article will include a link back to your site and anyone who reads the article on that site can still click on the link to visit your site.

As the list of your published articles grows larger, and more and more of them are appearing on different websites, the total number of links to your site increases. Major search engines are placing a lot of significance on incoming links to websites so they can determine the importance of a certain site. The more incoming links the website has, the more importance the search engines attaches to it. This will then increase your website's placement in the search results. If your site is into promoting a product or service, the links that your articles have achieved will mean more potential customers for you. Even if visitors only browse through, you never know if they might be in need of what you are offering in the future. They may stumble upon one of your articles, get interested by the content, go to your site and become enticed by your promotions and make the all important purchase. See how easy that is?

Search engines do not just index the websites, they also index published articles. They also index any article that is written about your own website's topic. So once someone searches for that same topic, the list of results will have your site or may even show the articles that you have written. The best bit is that absolutely no effort on your part was used to bring them to your site, just your published articles and the search engines.

It is no wonder why many webmasters are suddenly reviving their old writing skills and taking time to write more articles about their sites than doing other means of promotion. Getting their site known is easier if they have articles increasing their links and traffic and making it accessible for visitors searching the Internet.

Since many people are now taking their buying needs online, having your site on the search engines through your articles is one way of letting them know about you and your business. The good thing with articles is that you can write about things that people would want to know about. This can be achieved in the lightest mood but most professional manner, with a 'not so

obvious' sales pitch added. If you think about it, only a few minutes of your time is spent on writing one article and submitting to a free content site. They are distributed to more sites than you can think of in a very short time. Before you know what is happening, you are getting more visitors than you previously had. If you think you are wasting your time writing these articles, fast forward to the time when you will see them printed and wide-spread on the Internet. Not to mention the sudden attention and interest that people are giving your website and your products or services. Try writing some articles and you will be assured of the sudden surge in site traffic, link popularity and interest. Before you know it, you will be doubling and even tripling your earnings. There is nothing like getting benefits for something you did for free!

2. The 4 things all articles must have.

The importance of articles is immeasurable for internet based companies, they produce a lot of the traffic into websites and it has become one of the key elements for making huge profits. As I said before, articles are a major factor in giving your site high rankings in the search results and the higher a site ranks the bigger slice of the traffic flow pie it gets. With huge numbers of traffic, there are more profits and more potential for other income generating schemes as well. But, it is not just about stuffing your site with articles; they have certain requirements as well. These requirements must be met to obtain the maximum benefits an article will provide for your site.

A well written article will catch the interest of your customers and keep them coming back for more and they will also be able to recommend your site to others. Below you will read about four things all articles must have to make them successful and helpful in making your site a profit earning machine.

1. Keywords and keyword phrases.

An article must always be centered on the keywords and keyword phrases. As each website visitor goes to a site, there are those who are just merely browsing but actually looking for something specific. When this happens, a searcher usually goes to a search engine and types in the keywords they are looking for (e.g. Ferrari, Dog Training, Careers etc). It could be anything they

want but the important thing is that you have an article that has the keywords that are related to your site. For example, if you maintain an automotive parts site, you must write articles about cars, engines and their parts. There are many tools on the internet that provide a service to help determine what keywords and keyword phrases are the best to use. You can use www.wordpot.com to determine what keywords to use..

Keyword Density

Now that you have your keywords and keyword phrases, you must use them properly. You need to look into the keyword density, this is the number of times a keyword or keyword phrase is used on an article. The number varies depending on the number of words used in an article. An effective article must have a keyword density that is not too high or too low. With a very high density, the essence of the article is lost and may push the reader away as well as the search engines, because it comes off as being overeager. A low number may be ignored by the search engines as well, so the article must have good keyword density for search engines to “feel” its presence. Articles should have at least ten to fifteen percent of keyword density in their content for search engines to rank a site high in their search results.

Good Article Content

You cannot just riddle an article with keywords, they must also be regarded as good reading material. Your articles must be able to entertain people as well as provide good information and help them with their needs. Articles should be written well with correct spelling and good grammar and you want people to trust you, make your work as well thought out as possible. People respond well to figures, facts and statistics. Try to get really good information and as many facts as you can. A good and well written article will boost your reputation as an expert in your chosen field or topic. When more people believe in you, they will be able to trust you and your products more.

Linking Articles

Another important thing to remember is, if you are going to submit articles to Ezines and/or contribute your articles to newsletters and other sites, DON'T ever forget to include a link to your site. A little resource box with a brief description of your site and you should always be placed right after the

articles that you have submitted. If people like your articles, it's very likely that they will click on the link directing them to your site.

3. How to create an outline for all of your articles.

One of the methods you can use to prepare yourself when you are going to write an article is by creating the outline first. Creating an outline for all your articles makes you prepared. Being prepared makes the job easier and faster and the outline will act as the design or blueprint for your article. This will guide you in creating the introduction, body and conclusion of your article. Just write down some of the ideas and sentences that you feel will be of use in your article. These ideas could be the focal points that help make your article creative, interesting and appealing to a reader.

A carefully planned and fully prepared project will ensure a problem free procedure that can go without any hassles. Creating an outline for all your articles will get you ready and allow you to write articles in next to no time.

The next step is to discover your sub topic and sub titles. You will need to provide the first sentence for your article, one that would immediately grab the attention of your readers; you will need to do the same for your sub topics. To be concise, you will need to get all the facts that will support your point.

These are the frame or skeleton of your article, now its time to add the flesh and the meat to your article. You will need to connect all your paragraphs and sub topics. This will form the body of your Article. Your introduction will grab your readers attention and get them interested, but you will also need a conclusion. The conclusion will wrap up all your points and drive in what you are saying.

The outline for your article would also require you to write a draft first. This may take more than one attempt but remember that it is called a draft for a reason. Your outline will be perfected as each draft is written and this draft is meant for your eyes only so there's no reason to feel ashamed. As you go on, you will clearly see the bigger picture and write an article that will perfectly suit what is demanded of it. **You must Reread and reread what you have written down.**

Always refer to your outline so that you won't drift away from what you had first written planned to do. It's not hard to be caught in the moment and get lost in your writing frenzy. Your outline will keep you on track though and this will serve as your guide in your article writing. Trust and rely on your outline because this will prove to be a very helpful tool in all of your writing.

4. 4 Easy ways to get your creative juices flowing.

Writing an article doesn't just mean typing up your thoughts. You have to capture the interest of your readers and get them to keep on reading. This can be done with a large dose of creativity. While creativity may come naturally to many people, some just get "writers block". Many writers have literally torn their hair out when they get this and they just can't seem to get their creative juices flowing.

Putting words into images in the readers mind is an art. A clear and crisp depiction requires a certain flair that only creativity can provide. Similes and metaphors help a lot, but the way an article gets entwined word for word, sentence by sentence then paragraph by paragraph into a whole article develops the essence of the article. So just what do you have to do when nothing comes to mind? There are no surefire ways to get the perfect ideas but there are easy ways to get your creative juices flowing. Here are four easy methods to help you.

1) Keep a diary or a journal with you always.

Ideas can be triggered by anything you may hear, see, or smell. Your senses are your radar in finding great new ideas. Write all of them into a journal and keep it with you for future reference. You may also write down anything that you have read or heard, someone's ideas could be used to develop your own ideas and this is not stealing. Remember that ideas and creativity can come from anywhere; it's the development of the idea that makes it unique.

2) Relax and take time to sort things out.

A jumbled mind cannot create any space for new ideas. Everyone must have a clear mind if one wishes to have their creativity in full speed. Get rid of all obstacles that can be a hindrance to your creativity because if you are bothered by something, you cannot force your mind to stay focused. Try to relax every time that you can and think about your experiences and interactions with others. Your experiences are what shape your mindset and your opinions which could be reflected on your writings. Try to discover yourself, find

out what triggers your emotions, discover what inspires you and what ticks you off. You can use these emotions to help you in expressing yourself and your ideas, with this you can grow creatively.

3) Create a working place that can inspire your creativeness.

Your working place can be quite a hindrance if it doesn't make you feel happy or relaxed. Creativity comes from being in a good state of mind and a messed up workplace that causes distractions won't be helpful in firing up your creative flow. Surround your working place with objects that make you happy and relaxed. You may wish to put up pictures, scents, objects that inspire you or anything that can get your creativeness going. With a good working place, you can work in peace and never notice the time pass by.

4) Set the mood.

Set the pace and tempo for your mood and everything else will follow. There are many ways to set the mood. Some writers have been known to use alcohol, a little sip of wine to stir up the imagination. Some would like some mood music while others let the lighting of the environment create the mood.

5. What to do before submitting to article directories.

With modern communication technology comes the popularity of information-based marketing, which is one of the oldest and most effective techniques in getting targeted prospects to sites and converting them into buyers. This is why article writing, submissions and publications are also getting more popular. There are already many tools that people can use to make the

process of distributing their articles more easy. Though this is invaluable in getting the content more exposure, this is only half of the story. Let us take a look first at the common mistakes that some people make before submitting their contents to article directories:

1. Confusing the reason to promote the articles with the reason to write them.

In article writing, there are three key benefits to why you are promoting them; branding, lead generation and promotion, which are all part of your optimization efforts. There is only one reason why you write an article, and that is to inform your audience. If the article is not focused on this primary and most important purpose, it will fail to achieve the three promotion benefits because no one will be interested in reading them. You need to figure out how to get people to read what is in your article first, then make them click on your resource box. You can achieve this by producing better contents.

2. Failing to maximize the promotional opportunities of article marketing.

You may already know that your articles can help you generate additional links back to your site, but do you know that you can get more visitors and better search engine results from the same articles? Mention keywords at strategic places, but be sure not to overdo them. Some people are using anchor texts which are another very effective method. But it is important to know that the majority of the directories are not able to support this. Just remember that it's not only about the links back to your site, part of doing well in your article marketing is getting picked up by publishers with large audiences and gaining the ability of leveraging other brands because of the quality of your work. But these things do not put much money in your pocket and there are other factors that can turn your article marketing efforts into an opportunity that can boost your earnings not just increase the number of visitors to your site. Start out with a plan and see to it that your article will serve the function that you intended it to have.

3. Publishing content that does not help your readers.

Perhaps you are just thinking of all the traffic your articles are going to bring

to your website, and that is great but guess what? Not all article banks and directories are going to accept your content automatically. Often, they have some guidelines and specifications on the articles that they will accept. You can double the number of sites you can submit to by writing articles that the directories want to share with other people. All it takes is one publisher with a hundred thousand readers to increase your potential audience overnight.

Write the articles that publishers want in their publications if you want your article marketing to work the most effective way for you. This also means you have to obey the standard guidelines, spell checks, researching on a good topic and even hiring a writer to produce good content on your behalf. It all comes down to what you want to do. You can start getting a little more exposure from increased links back on a very basic level or you could put in a little extra time making quality content and see massive exposure. The choice is yours, but you may not be aware of the fact that an article submitted on directories is not meant to have the same level of exposure as highly-targeted content ones geared on a narrow group of people. Learn the difference between these two and it will surely help you know what kinds of articles to write and to submit.

6. Red hot tips to get your articles read.

There are many people who dread having to write articles. Many just feel like it seems to be too much work and it all just goes to waste when no one reads them. To some people, reading articles seems like work to, especially if the article is boring and very bland. Well, articles are supposed to be read, and it's their purpose to inform people of your message and information. Making a good article doesn't have to be strenuous and straining. There are just some points you need to be reminded of, and I have included some guides to follow. Once you get the hang of it, writing articles can be fun, as well as very profitable for you and your site. Of course, writing articles must be about something you know about, that's why if you own a site, you are probably knowledgeable about that certain topic and theme. When you write about it, you won't have a hard time because you already know what it is and what it's about. It's just a matter of making your articles creative and interesting. To make sure that your articles get read and enjoyed, here are six red-hot tips for writing your articles:

1) Use short paragraphs.

When the paragraphs are very long, the words get jumbled in the mind of the reader just looking at it. It can get quite confusing and too much like hard work to read. The reader will just quickly disregard the paragraph and move on to other articles that are better. Paragraphs can be a single sentence, sometimes even a single word!

2) Make use of numbers and bullet points.

Numbers and bullet points can quickly make the point easy to remember and digest. If each point, tip, guide or method is started with a bullet or point the readers will find it easier to understand. Format your bullet points and numbers with indentations so that your articles won't look like a single block of square paragraphs. You should add a little bit of flair and 'pizzazz' to your articles shape.

3) Use Sub-headings to sub-divide your paragraphs in the page.

Doing this will break each point up into sections but there would still be one whole article. It would also be easy for the reader to move on from one point to another; the transition would be smooth and easy. You will never lose your readers attention and they will clearly see direction to where the article is heading.

4) Provide a good attention-grabbing title or header.

If your title can entice a person's curiosity you're already halfway to getting the person to read your entire article. Use statements and questions that utilize keywords that your readers will be looking for. Provide titles or headers that describe your articles content but they should also be short and concise.

Use titles like, "*Tips on making her want you more*" or "*How to make her swoon and blush*". You could also use titles that can command people, for example, "*Make her yours in six easy ways*". These types of titles reach out to the readers emotions and will make them interested in reading more.

5) Keep them interested from the start to the finish.

From your opening paragraph, use real life situations that can be adopted by the reader. Use good descriptions and metaphors to drive your point home, just don't over do it. Driving your examples with graphic metaphors and similes would make it easy for them to imagine what you are talking about. Making the experience pleasurable and enjoyable for them.

6) Utilize figures when necessary and not just ordinary and insipid statements.

Using specific facts and figures can heighten your article because it makes it authoritative. Do not make it too formal though, it should be light, easy and flow so that the reader finds it a pleasure to read.

7. Writing a resource box that makes people click.

The Internet is the information highway, this phrase is used all the time. People that go to the Internet are subdivided into groups, but generally, they are out to search for information. Whether for gaming, business, fun or anything else the Internet has provided us with.

Through the recent years many people have learned the secrets of Search Engine Optimization so more and more sites have seen the effects articles have done to the traffic going to their sites. Some have even created sites devoted entirely to providing articles that could be read by their website visitors and have links that could lead to many sites that are related to the topics and subjects of the articles. For example, the sites may feature many articles about a whole lot of topics. As a website visitor reads the articles they have searched for, they can find at the end of the article a resource box that can be clicked on to link them to the site that has submitted the article. If the article is about engines for example, the resource box may lead to a link to a site that sells engine parts or car parts.

A resource box is what you will usually find at the end of an article. They contain the name of the author, a brief description of the author, a brief description of the sponsoring site and a link. If a reader likes what they see, they would have the tendency to find out where the article came from to read more. But like the article itself, the resource box must also be eye-catching to

demand the attention and interest of the reader. While the resource box encompasses only a small space, providing the right keywords and content for your resource box will help persuade the reader to go to your site.

Now we know what resource boxes are, what are the benefits of having a good resource box? Mainly it's to drive traffic to your site. Many sites will allow articles to be placed in their sites because they can make use of the articles to fill their pages. They also get affiliation with other sites that can be beneficial for them as well.

So what would be a good content for your resource box? Basically it is keywords, using the proper keywords that people are searching for. There are many tools you can find on the Internet that can help you in determining what keywords to use. www.wordpot.com is the site I use. You can see how popular a keyword is and how often it has been searched.

Resource boxes must be designed with as much creativity as possible. You only get a small space for your resource box so you had better make the most of it. Try to catch the attention of your reader with resource box content that makes them look twice. Unlike TV ads, you don't have visual aids to drive your point in. But you do have the power of the readers imagination. Another tip is to use keywords that should be related to your site. Do not mislead your potential website visitors, but build up your credibility so that more people would get enticed to visit your site and browse what you have to offer. Make the people click your resource box by providing content that makes a lasting impression. You only get one chance to get your reader to your site and hundreds of chances to lose them.

Never underestimate the power of the resource box.

A boring resource box will never get a job done so be fun and creative but at the same time show that you have a great deal to offer. Is this all too much to ask for something that couldn't fit a paragraph? Yes and no, there are many tips and guides that can help you in doing this, the first step is realizing how important a resource box could be in making people click your link and be directed to your site.

8. What if you hate writing articles?

Owning, running and maintaining an Internet based business or a site needs articles. Plain and simple. Every one who has a site knows this, even those who don't have sites but are frequent Internet users knows this as well.

There is one dilemma though, not everyone likes writing articles. Many website owners would rather spend their time on something else, and unless you're a big time company, you don't have the necessary resources to use on a pool of article writers. Plagiarism or copying of other articles is frowned upon and could easily get you into trouble, worst case scenario; a hefty fine and time in prison.

So what are the other options?

Well, for starters if you hate writing articles and you can't afford to hire people to write for you then don't. You can get free articles and the first place to look for free articles is the public domain. Here you won't have problems with copyright infringement as public domain articles are free for public use. You can do whatever you want with them. You can place them on your site, name them as yours, put them in a newsletter, it's totally your decision. Always remember though that you will have to choose articles that are relevant to your site. You may also have to edit them a bit to place more keywords and keyword phrases in to make them better.

Another way to get free articles is to allow other sites which have the same subject or topic as yours to submit articles to your site. This would be only to go alongside your existing content or else all your articles would be leading to other sites since these articles would have resource boxes with them that could link or direct the readers to their site. That's why it is important to have your own articles; you could use them to link your site to other sites as well.

Tip: to truly feel the impact of what a good article can do to your site, go for original ones. There are many article writers who do part time and freelance article writing jobs who charge minimal fees. You can get good articles that have all the keywords and keyword phrases

you need and people are looking to build them for you. The investment for these articles would be worthwhile because you will see a huge return if the articles are written well and that aside, the articles will be yours forever. You hold the copyrights to them and you will be able to use them anyway you

want. As your articles help you in building your business and your site, you will have more articles to write and maybe then you won't be having second thoughts about it. If you want to get articles written for you, go to www.elance.com or www.rentacoder.com

I hope that you found this beginners guide helpful and that you will now be able to create articles, generate masses of traffic and make lots of profit for your own websites.

I wish you every success in your article writing and your online business ventures.

Yours sincerely.

Ben Hulme

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