

# **Article Writing and Promoting**

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An indispensable guide to successfully marketing your business through  
article writing and promotion

## **Table of Contents**

1. How Writing Articles Can Help Your Business
2. How Writing Articles Has Helped My Business
3. How To Promote With An Article
4. How To Write An Article
5. How To Find Subjects To Write About
6. Multiple Articles
7. Submitting Your Articles

## **How Writing Articles Can Help Your Business**

We've all heard how writing articles can greatly increase the amount of traffic your website receives and increase sales.

But how much of this is true? Well logically speaking, it has to be true. If you write an interesting article that includes a link to your website either in the article itself or in your resource box, and you submit it to article directories or other websites, then inevitably people are going to start clicking on your link.

Of course we publish articles in article directories in the hope that, not only will readers click on your link, but other website owners will publish your article on their website or in their ezine, and thus your own website traffic will increase even more.

There is always a certain ratio of clicks to sales, so if you sell products on your website, you'll increase your sales too, especially if the people clicking on your links subscribe to your newsletter or ezine.

Anyone who's dabbled in article writing and promotion has found a significant increase in their website traffic, ezine subscribers and sales – but only if their article writing efforts are consistent.

Consistent efforts always produce consistent results in any business.

So don't just write only one article and expect your website traffic to increase ten-fold. You need to write several articles to be seen as an expert in your field and the more people see your name on the internet, the more interest they'll take in your articles and the more trust they'll have in you. And trust = sales.

## **How Writing Articles Has Helped My Business**

I became interested in writing articles a few months ago.

I used other people's articles on my own websites until I noticed on my hit counters that the articles were read frequently every day.

So then I thought, "What would happen if *I* wrote articles and other people published them on *their* websites?"

Straight away I wrote a few articles and submitted them to different article directories over a period of 4 months.

I soon noticed that within a few days of submitting an article, my website traffic nearly doubled, I received more subscribers to my newsletters and clicks on my Google AdSense ads increased.

When I searched the internet for my articles they were turning up in more and more places all over the world. It was incredible. The articles that I submitted to only 4 article directories were yielding search results on thousands of web pages.

I was amazed that such a small amount of effort could yield such pleasing results.

And the best part of all this advertising – it was free!

## **How To Promote With An Article**

The best thing about promoting your website through articles is that all the visitors it generates are from people who are already interested in what you have to say.

Articles may sometimes only build traffic slowly or sporadically, (depending on when someone publishes your article in their ezine or on their website) but these visitors to your web site are far more targeted than any other form of advertising.

They have already identified themselves with you, they like your style and are interested enough about what you have to say to click through to your website.

But how does promoting with articles actually work?

Firstly you need to write articles that pertain directly to the subject of your website.

Next you need to submit your articles for publication online.

There are plenty of article directories crying out for good content-rich articles and submitting your articles to these directories will help to promote your website.

Your article should contain at least one link back to your website, either at the bottom of the article or in your resource box.

Some article writers only put a link to their “squeeze page” so that they can collect email addresses to build their list before directing their visitors onto their website.

Others provide a link to a free eBook or other product which contains their website URL and links to other products that they sell.

## **How To Write An Article**

Your article needs to be informative and must be about your website topic. If you sell information products you won't want to give away your best information for free, but remember that people will judge the product you're selling on the quality of your free information. So if your article has useless "filler" information, your readers will assume that they will only receive the same poor quality information if they buy from you.

People read articles because they're looking for information and they hope to benefit from this information.

So the title should suggest the content of your article because internet surfers these days are a savvy bunch, and if your article isn't about what your title suggests, they will click away before they've even finished the first couple of paragraphs.

So make sure that your title is a good description of your article and in your first sentence try and describe what your reader will benefit from reading your article, or describe their problem in more detail.

For example:

- Are you looking for more ways to make money online?
- There are lots of ways to generate free traffic to your website, but which is the easiest?
- If you find housework difficult and time-consuming, then I'm going to tell you how to do it easily and quickly.

These can also be used as the "teaser" that some article directories ask for. But then again, your first paragraph should always be a "teaser" to hook your reader's attention and compel them to read on.

The middle section of your article should be the longest, at least 1/2 of the whole article. It should contain solutions to the reader's problem which was presented in the title and the opening paragraph.

## Article Writing And Promoting

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The end of the article should sum up what has already been said, such as:

- So if you follow this advice...
- This is the simplest solution to...

Then your resource box should spur them to action:

- To find out more, visit...
- Get the free 320-page eBook to help you to...
- Claim your free gift now at...

Make sure every article you write makes your reader keep reading and start clicking.

## **How To Find Subjects To Write About.**

Sometimes the hardest part of writing articles is finding a subject to write about, especially on days when you're overwhelmed with writers' block.

But there are easy solutions.

- One of the easiest ways is to look at other articles on the same subject. You'll find enough information there to give you plenty of subject ideas.
- You may find articles that contain a lot of useful information but you may feel it could have been written better or there's more that could have been added.
- There's nothing wrong with using someone else's information and writing it up as your own, as long as you don't plagiarise their work and copy it word-for-word.
- Or you might see several different articles on the same subject, and parts of the different articles could be put together as a whole new article (again, don't plagiarise).
- An article, or an article title, could trigger an idea of an article of your own.
- Someone may have written an article from an angle that you've never considered before so you could write one from a similar angle.
- You may find an article on a topic that you'd never associated with your subject before and so it could open up a whole new area of writing for you.

## Article Writing And Promoting

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Just **ensure** that all your articles are your own work and jot down plenty of notes of other article ideas that spring to mind. Then before you know it you'll have "idea overload" and then you'll never be stuck for article ideas for a long time.

The only problem will be which one to write first?

## **Multiple Articles**

Writing articles is one of the most effective methods of creating the attitude of an expert.

You see, no matter how well you know a subject, when you write about it your approach to the subject becomes much more confident. After a while you'll be so comfortable writing about your subject that you'll quickly and easily be able to crank out more forum posts and letters as well.

Just start by writing articles about what you know. Write in an easy manner (remember WAYS – Write As You Speak) as though you were giving information over the telephone to a close friend.

Don't feel you have to include too much detail in your article because people surfing online don't have enough time to read thousands of words, so keep your article short and to the point (remember KISS – Keep It Simple Stupid).

If anyone wants to know more they can contact you or visit your web site or buy your book.

This will help you to establish yourself as an expert.

## Submitting Your Articles

Once your articles are written and your links are in place in your resource box, the next task is to submit them to as many article directory sites as possible.

This, however, can be time-consuming.

Most article directories want you to login using a username and password, choose your category, copy and paste your article, copy and paste your resource box and then submit them.

If you're planning on submitting one article a week to one article directory then this isn't a problem.

But if you want to submit one article a day to dozens of article directories, then it really becomes tedious and takes a very long time.

However, there are a couple of solutions to this problem.

You could use an article submitting company who will submit your article to hundreds of websites, blogs and other article directories for you. The only problem with this is that they charge monthly or yearly fees for their service. Or alternatively you can submit your articles to [iSnare.com](http://iSnare.com) and pay for distribution. They will distribute your articles to thousands of of article directories, blogs, web sites ezines publishers and email lists from as little as \$2 per article.

Another way is to use software that submits articles for you automatically. The only problem with this is that most of the submitting is done without submitting to the correct category or misses out your resource box if the article directly doesn't offer a separate space for one.

Submitting this way can mean that most of your articles will end up looking like nothing but spam and will probably be deleted.

Unless you use [Article Submitter Software](#).

This software lets you choose exactly which article directories to choose from either from its own extensive database of websites or you can add your own.

Then as you click on each site it logs you in and pastes your article, resource box and other details, including teaser paragraph and keywords. Then all that's left for you to do is select the appropriate category and click "submit".

This way your articles are only submitted to appropriate directories of your choosing, your articles are submitted to the correct category, your resource box is always included and the directory owners will never know that you're not submitting your articles manually.

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## Article Writing And Promoting

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