Effective Article Marketing For Promotion and Profit

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C O N N E X I O N S

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Chapter 1

How to Submit Articles the Proper Way[1]

How to Submit Articles the Proper Way

Search engine optimization, most commonly known as SEO, has become increasingly difficult as more and more websites emerge. You must have quality links pointing to your website in order to gain higher rankings on the search engines.

Backlinks to your website are mandatory in ranking well. Now, you can try all kinds of methods to get your website to rank higher. Some of them are a waste of time, and lots of them are shady tricks which might even get your site banned from search engines.

One way that has always been positive and above-board and works like a charm, is to submit articles to article directories. The more quality links you can get pointing back to your website, without you having to reciprocate the link, the higher you will rank.

Article submission is an easy and free solution to getting backlinks, and in the process, you are spreading news about your product or service so you can gain a constant stream of visitors to your website. Here are some tactics to submit your articles the proper way.

Pay attention to page rank and traffic stats.

The higher the page rank of the article directory, the more traffic you will see from this directory to your site.

You need to focus your article marketing efforts towards the directories that will provide you with the most benefit. Some of the top-rated article directories include EzineArticles, GoArticles, ArticleCity, Amazines, and don't forget yours truly, **ArticleGallery**.

When you submit articles to these top directories and once your article is accepted, it's usually picked up by the search engines rather quickly and possibly an RSS feed is posted on other websites much faster than some of the other directories. Sometimes within days, you might see your articles appear in the top 10 search for your keywords.

We can provide you access to the Ultimate Article Directory List from our website which will help sling-shot you to the top of the search results.

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[1]This content is available online at <http://cnx.org/content/m31892/1.1/>.

Make sure to format your article correctly.

Have you ever seen an article that was missing proper formatting? No line breaks, no paragraphs, poor grammer, etc. If the author doesn't take the time to carefully review it before submission and make sure it's formatted correctly, an unformatted article can essentially becomes a useless article. Not to mention that your message might not even be read if it's distracting to the reader.

Even if your article contains an amazing message, take the time to preview it well before you hit the 'submit' button.

Keep any promotional or affiliate links out of the body.

Most article directories will not accept your article if it contains links inside the body of the article. Some do, but most do not.

The resource box or author area is the proper place to insert your website links. After you've spent time submitting your article, you don't want to spend even MORE time having to edit it later the wait for a resubmission or approval of the article.

Remember, all website and affiliate links belong in your author or resource box.

Rotate different titles and resource box information.

Search engines like to see a variety of different text linking to a site. If the titles and resource box info all have the same text, it puts up an alert to the search engine that it could be spam, and your site may be penalized.

By rotating different titles and resource box info, you are mixing it up.

Find an easier way to submit articles.

Now, you can totally choose to logon to every article directory and submit your article manually. This is extremely tedious and does not maximize your time properly.

You could be writing more content for your website in the time it takes to submit to all these sites. I would suggest using an article submitter software program or a website service to manage your submissions more effectively.

The cheapest way is an Article Submitter, which eliminates the time-consuming process of manually submitting each article to various article directories.

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Submit Articles Here[2]
Profit From Articles With Our Kit[3]
Grab The Ultimate Article Directory List[4]
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[2]http://www.articlegallery.net
[3]http://www.articlegallery.net/AM/
[4]http://www.articlegallery.net/go/UAM

Chapter 2

Internet Marketing[1]

2.1 Internet Marketing

2.1.1 Video Marketing

Google owns YouTube - need I say more?

Videos rank highly and through your profile, viewers can click through to your website. As in Hubpages, there are communities within YouTube and the possibility of subscribing to a person's channel. What this means as a marketer is that you have an on-going communication. The hardest thing is always getting somebody to come and look, to visit your site. Once somebody has subscribed, the content goes to them.

This is a principle that runs through all internet marketing - remove the need for them to act. Apathy, inertia and life in general get in the way of marketing. Establishing an on-going, automated relationship (that sounds romantic) overcomes these obstacles.

Finally on videos, they enable you to say things differently. The written word is very flat. The tone of your voice, a raised eyebrow can convey so much more. And, the very fact that people can see you, increases your credibility and their trust.

2.1.2 Web 2.0 Sites

The web 2.0 sites include Hubpages, Squidoo, devHub and Weebly, amongst many others. They generally offer an easy to use interface for creating content, with easy insertion of modules.

The reason we are interested in them is that they rank highly in Google. Why - well, as I mentioned several times in Part1, they provide a guarantee of quality. You will have noticed at the bottom of this hub that you can give a thumbs up or down, leave comments

and generally act as a kind of moderator. Any content that is inappropriate or unduly self-promoting should not last long on Hubpages.

So Google trusts the content and hubs rank well. And if you link from your hub to another of your sites, then that counts as a 'weighty vote'.

The recommendation therefore is that you create some hubs and lenses!

2.1.3 Articles Marketing

Immensely powerful! Article marketing consists of creating articles (remember that they should be written around your keywords - see part 1) and submitting them to article sites. There are hundreds of article directories, but again - a recurring them in internet marketing - quality is more important than quantity.

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[1]This content is available online at <http://cnx.org/content/m29651/1.2/>.

You should aim for the top article sites first - Ezinearticles for instance. All articles are reviewed by human. Ezinearticles' success is built on quality content - Google recognizes this. So if your article is published there, the links to your site carry lots of weight.

Many internet marketers focus solely on article marketing - it is definitely something that you should build into your approach. If you are concerned about having to write lots and lots of different articles, don't be. You have the greatest infomation source at your fingertip - the internet and many tools that can help you to gather content and create new articles.

2.1.4 Answers Marketing

If you watch the video below on Finding Backlinks Through Commenting, you will see that Yahoo Answers is one of the sites mentioned. As the name suggests, it is a site where people ask questions and others answer! Answers are voted on by members.

Yahoo, like hubpages, functions through the active involvement of its members. Backlinks have to be earned! To quote from Yahoo Answers:

"Yahoo! Answers uses a points and level system based on trust. To protect all of the Answers community against malicious links and spam the ability to post active hyperlinks is only earned once an account reaches Level 2."

2.1.5 Social Media Marketing

Social media - facebook, twitter, myspace - have become an essential part of the internet marketer's portfolio. They provide many ways in which you can quickly link to hundreds of people. If you need any motivation to get involved - how about the fact that these sites are sometimes exceeding the traffic of Google. And what's more, the traffic isn't come and go, as in a search query, it is persistent and involved.

2.1.6 Networking

Networking sites are similar in many ways to the social media sites, though with a different focus and definitely a different membership profile. If you are targeting business people, LinkedIn could be very useful.

However, don't charge in blasting sales messages at people - the rules are very strict. You need to adopt a softly, softly approach and provide value first.

2.1.7 Online PR

Press releases can be distributed easily through free distribution services, such as freepressrelease.com. Journalists and content producers use press releases as information sources. If your release is picked up by a popular journalist or blogger, you can gain substantial traffic.

Your press release will also remain on the servers of the distribution company, providing you with backlinks.

Generally you will find more positive results by using a paid-for service, such as PRWeb.

2.1.8 Commenting

Commenting on blogs and in forums is an easy way to generate backlinks - if you know what you are doing!

The important principle to keep in mind - quality before quantity. You want to achieve links from high ranking sites.

I would suggest that you use a tool like Market Samurai to help find these sites.

Chapter 3

Marketing your product[1]

3.1 ECONOMIC AND MANAGEMENT SCIENCES

3.2 Grade 6

3.3 YOUR OWN BUSINESS VENTURE

3.4 Module 13

3.5 MARKETING YOUR PRODUCT

1. To display our product

- Make a poster displaying a sample of your card, some decorations and the prices.

3.6 Activity 1:

3.7 To evaluate and recommend our own product

3.8 [LO 3.1]

- What hints and recommendations do you have with regard to your own decorations and cards, should you have to start again? Discuss this in class and write down any positive as well as negative remarks in the space below.

2. Creation of prosperity/jobs

- The results of productivity are the **creation of wealth** and **creation of employment**. When the business **grows** and **expands**, **employment is provided** and the products / services are **distributed**.

What are the requirements for a successful product?

- There is a demand for the product or service.
-

- The business makes a profit from selling the product.
- The business earns respect and admiration.
- The owner creates job opportunities and employs more people.
- The product or service is offered in more than one place.
- Making the product requires skill and knowledge that other people may want to acquire.

3. Advertising and marketing

- The learners in the other grades have noted what you are selling when they attended your exhibition. In what other ways can you advertise your product, e.g. at a neighbouring school? Discuss in groups.

3.9 Activity 2:

3.10 To do market research on the requirements for a successful advertisement

3.11 [LO 4.3]

- Bring examples of local advertisements to the school for discussion. What are the requirements for successful advertisements? Discuss and list.

3.12 Activity 3:

3.13 To design an advertisement for a magazine

3.14 [LO 4.3]

- Design a pamphlet that advertises your business.

3.15 Activity 4:

3.16 To design an advertisement to be broadcast on radio

3.17 [LO 4.3]

- Work in a group and design an advertisement for your business that can be broadcast on radio.

3.18 Activity 5:

3.19 To compare the advantages and disadvantages of entrepreneurship

3.20 [LO 4.1]

- **Subject:** Being an entrepreneur has more advantages than disadvantages.
- Write down what you think of this statement and have a class discussion on the advantages and disadvantages linked to being an entrepreneur:

3.21 Assessment

Learning Outcomes(LOs)
LO 3
SUSTAINABLE GROWTH AND DEVELOPMENTThe learner will be able to demonstrate knowledge and the ability to apply responsibly a range of managerial, consumer and financial skills.
Assessment Standards(ASs)
We know this when the learner:
3.1 understands and participates in the production process, from raw materials to final products, including waste products.
LO 4
ENTREPRENEURIAL KNOWLEDGE AND SKILLSThe learner will be able to demonstrate entrepreneurial knowledge, skills and attitudes.
We know this when the learner:
4.1 analyses personal strengths and weaknesses in becoming an entrepreneur;
4.2 identifies a variety of possible business opportunities in the community (school co-operatives, sports, entertainment, tourism);
4.3 designs an advertising campaign to promote a product that will generate a profit.

Table 3.1

Chapter 4

SEO Basics[1]

4.1 Google Perspective

What percentage of people click on the first result on a Google search page?

Over 40%. Over 80% never click beyond Page 1. So getting on the first page is kind of important. So what will get you there? Essentially, there are 2 components:

- content quality (and this includes the relevancy to the search term (more on this in a moment))
- links or backlinks from other internet sites to yours

Let's focus on links firstly. Links are like votes. The more votes you receive the higher your ranking. But just like in some elections, not all votes count and some votes count more than others. The strength of a vote depends on who cast it. A quality website, such as a university or government department, carries a lot of weight. My brother's blog, which he started 4 years ago and has 2 posts, counts for not a lot.

To get to the top of Google therefore, you need lots of quality links to your site.

Relevancy

But the links have to be relevant to your site. So links from a gardening site to my internet marketing site are of little value. There's lots more about linking (the anchor text of the link, where it appears on a page, what else is on the page etc) and that will be covered in the links module later.

Getting back to relevancy, let me now say a few words about the words on your site and those used in the search query. Google aims to deliver results that are valuable. It will therefore try to match the words in the query with words on web pages. If you know what people type into Google when they are looking for your product, then you can make sure that you use those words on your web pages.

Simple! If only!

Let's say that you sell golf clubs. How likely is it that you will appear on the first page of Google. Not very, as you will see from the image below showing the number of sites relating to golf clubs.

However, if you were to focus on a narrower selection - a niche - such as "golf club head covers for irons", then the competition drops dramatically.

4.1.1 Keyword Research

Of course, we still need to check whether people actually type in this phrase. This activity of looking at search phrase competition and volume of searches is known as Keyword Research.it is the foundation of all internet marketing. If you build on sand, then ...

You may be thinking. But how much business can I possibly do on covers for irons. Possibly not a lot. The pie is small, but at least you are getting a slice. Remember - if you are not on the first page, you are nowhere.

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[1]This content is available online at <http://cnx.org/content/m29648/1.1/>.

You may not get much of the big pie - but you can have a slice of many smaller pies.

4.1.2 Getting Backlinks

Much of what I cover from this point on relates to generating backlinks to your site. Backlinks not only affect your search engine ranking, they are clickable! So they can bring traffic on their own.

As I said earlier, the value of a link depends on the page on which it appears. Google PageRank is useful indicator. [The Google Toolbar has a PageRank button]. More on PageRank in a later module.

4.1.3 Backlink Tips

- don't go too quickly - Google looks for "human-driven" patterns - there are software programs that can automate much of internet marketing but, if used inappropriately, they can lead you into the dark world of spamming - and usually at some point a Google slap!
- use a multi-channel approach
- Google loves videos and blogs!
- focus on quality sites - like this one
- use a linking pattern so that not all backlinks point to your main website. For instance, I have other sites pointing at this hub.
- create quality content - create a virtous circle. Others will link to your content, which leads to clicks, which leads to more links which leads to a higher search engine ranking, which leads to clicks ...

4.1.4 Directory Submissions

Most SEO books will advise you to submit to online directories. In my experience, with the exception of one or two, it is amost a complete waste of time. And it is time-consuming (often you have to give a reciprocal link).

There are ways to automate. Have a look at the video about Roboform (my most used SEO tool - in fact my most used software utility.)

Think back to what I said earlier about Google and the quality of links. Why would Google count a link from a free directory site as being valuable? Would you trust such a link as being an indicator of quality content?

However, Google does give weight to one directory in particular: dmoz.

You should definitely try to gain an entry into dmoz - though it is extremely slow and there is no guarantee of a listing.

4.1.5 Social Bookmarking

There are a number of social bookmarking sites - such as Digg, Stumbleupon, Delicious - which carry weight with Google.

Social bookmarking though can be time-consuming - you will certainly want to look at the module on automating social bookmarking.

4.1.6 Blogging

Blogs have several advantages:

- you can be up-and-running without any technical ability in minutes
- search engines like them
- they get indexed quickly
- commenting allows online conversations

- people can subscribe to your 'feed' - they are automatically updated with your posts - you overcome apathy, inertia and forgetfulness (theirs, not yours!)
- lots of plugins to extend functionality

If you have a webspace, your host will normally provide a free, one-click installation of a major blogging platform such as WordPress. Otherwise, you can get a free blog hosted by WordPress themselves.

This is a no-brainer - Just Do It!

This is just scratching the surface there are many other channels to consider:

- web 2.0 sites - like this one - and Squidoo
- video marketing
- article marketing
- answers marketing
- social media - facebook, twitter and myspace marketing
- networks such as LinkedIn and Xing
-
- online PR
- commenting on blogs and forums
- email newsletters
- pay per click
- pinging

Chapter 5

Using YouTube For Marketing[1]

Why Organizations Should Be Using YouTube For Marketing

- search engines love videos - YouTube videos are incredibly popular and so search engines reckon that searchers would probably itemke videos in the search results
- Google owns YouTube - your video on YouTube is itemkely to get indexed quickly and you can provide itemnks to your other sites
- videos go viral - people pass on interesting videos
- you can create / become part of a community at YouTube - people can subscribe or become fans of your videos - every time you upload a new video they will be informed - free automated marketing!!
- videos provide a richer experience, allowing you to make your point with greater impact
- videos inspire trust (assuming that you are on-screen or talking for at least part of the time)
- you can include YouTube videos in your own webpages without incurring massive bandwidth costs

Using YouTube For Marketing - Essential Tips
I am going to focus on YouTube for marketing since it is the biggest video site. Many of the same principles will apply at the other sites.

- be friends - find videos that are related to your target market and add the creators of the videos as your friend. You may then use the Share feature to share your videos with your friends
- submit your videos' RSS feeds
- comment on other peoples' videos
- encourage people to subscribe and vote for your videos
- join groups
- promote your videos through blogs, articles, websites, facebook, myspace etc and don't forget to bookmark them on the social bookmarking sites itemke Digg
- tag your videos using your keywords - you can do this when you upload your video
- make your videos "remarkable" in the Seth Godin sense - ie worth making a remark about. You want your video to go viral and your traffic to skyrocket

You will probably have noticed that many of the tips for using YouTube for marketing relate to becoming involved with others. This is a principle that applies right across all internet marketing activities. It is connections that drive success.

Using YouTube For Marketing - Tools
There are many software tools that will make outrageous claims about how they can automate YouTube marketing. The problem is most of these tools will eventually lead you to being banned. Since Google took over YouTube, anti-spamming measures and penalties have increased dramatically. Many tools will fail after

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[1]This content is available online at <http://cnx.org/content/m30938/1.1/>.

a couple of weeks as YouTube changes login procedures or finds new ways to identify automated actions. If you are going to use video marketing tools, ask yourself - what would make my video look suspicious? A sudden burst of viewings within a short space of time, possibly from the same IP address (or one recognised as being used by automated software) will alert YouTube. And once that happens you will be on the radar and may even be penalised when the traffic is legitimate.

TubeMogul

A very useful site that I can recommend is Tubemogul. Not only will Tubemogul submit your videos for you, it will also allow you to track your videos. And it's free! To use Tubemogul, you will need to create accounts at each of the video sites.

Index of Keywords and Terms

Keywords are listed by the section with that keyword (page numbers are in parentheses). Keywords do not necessarily appear in the text of the page. They are merely associated with that section. *Ex.* apples, § 1.1 (1) **Terms** are referenced by the page they appear on. *Ex.* apples, 1

Attributions

Effective Article Marketing For Promotion and Profit
The proper and effective way to submit articles to multiple article directories for promotion and profit.

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