

4 Key Components For Article Marketing

Research Your Keywords and Keyword Phrases

For article marketing to be effective you need to know what people are looking for. Write articles based on the wants and needs of the marketplace. You can learn that by doing keyword research. Some generally browse the internet, but many are looking for something specific.

Keyword Density

Keyword density is how often you use a keyword or keyword phrase in your article. This is part of search engine optimization (SEO). The number of times you use a keyword depends on how long your article is. SEO frequently changes. A must do technique that will never change is to put your keyword in the title. It is also a good idea to have your keyword in the opening paragraph. You want to be careful about stuffing your article with your keyword. Make your article pleasing to the reader. Search engines will consider your article as spam if you use your keyword too much and will ignore it if there are not enough.

Good Article Content

Do not fill your articles with fluff. Surely, your reader will read other articles you write if they generally answer their questions and solve their problems. Writing great content may be one of the greatest challenges you will face.

Follow grammar and spelling principles but understand that people read differently on the internet. Most people skim. Your objective is to cause your reader to stop skimming and start reading word for word.

Some marketers outsource and pay others to write their articles for them. Some spend a while studying what is already written all in and then writing it down in their own words. Others purchase private label rights articles and rewrite them in their own words. Technically you can use as is, but the article distribution sites don't like it because so many do that that there is no unique content. With private label rights articles you have the right to legally slap your name on it and use as is. Check the license first, every plr package will have a license telling you what you can and can't do with it.

Resources Box

You might as well not write an article if you don't use a resources box. This is where you include your website link for people to learn more. I have learned of at least two ways to use this. One way is to tell the reader who you are and why they should listen to you. Another method is to not say anything about yourself and simply tell them where more information is and provide your link. The main idea behind the second strategy is that the reader doesn't care about who you are, but is only concerned about answering his or her problem. If the reader was intrigued by your article enough to read it word for word and reached the bottom where your link is, he probably will click on it.

Print this out for easier reading.

Please feel free to share this article as long as my links stay intact.

For more information on article marketing visit, www.MindBodyandMoney.com