How To Write Good Articles

Article Writing:

Whether the aim of your writing an article is to promote your business, or to sell the article, certain article writing strategies can help you easily create your article.

Some ten – fifteen years back we had to write topic centric articles that were a specific requirement of a publication. Not any more …. Now we have the freedom and power to write about our thoughts and passions and we know that there are many sites ready to publish it and many people who are waiting to read it.

Article marketing is something that essentially builds over time. Every article that you publish adds value to your profile and will increase traffic and inquiries. Now, compare this with the traditional advertising. In conventional advertising, once you've stopped paying for your ads, the benefit gained by people seeing it will stop. On the other hand, once you've written and distributed an article to a directory, the benefits associated with it will continue.

So now that you've decided to invest time in article marketing then in order to become a good article marketer you'll need to ask yourself:

1. What do I write about?
2. How to write about it?
3. What to do after I've written it?

The following discussions are written keeping in mind these three questions and help you to get started with the article marketing process. But, before you begin though, ensure that you have a good idea of why you're doing this.

Understand your purpose: What is the purpose of this article of yours? Attracting more business? Making money out of it? Branding yourself as an expert? Publishing it in some print or trade publication?
A clear understanding of your purpose will aid you in determining the steps you need to take in developing your article, and the type and amount of research you need to add to it.
An example is: for an article written for promotion purposes, much research shouldn't be required, as you would already know the topic well enough. Also the promotional articles are typically much shorter in length.

Develop the idea: The next logical step is developing your idea. Understanding the audience is the key here.

Outline the details: Next, develop an outline detail. This will aid in organizing your material, and in estimating the amount and areas of details that may be

required. Here, try to make the outline as detailed as possible using bullet points etc.
A great idea to make your mind focus is to determine a working title of the article. This will help you to concentrate on relevant information.

Research: Now that your working title and outline are decided, you can start with your research work. Avoid general keywords and determine 3-4 tight keywords that are relevant to your topic to make your work easier and reduce the researching time. Try to think like your target audience. This will help you find the right keywords.

Now … get down to actual writing: Once all this is done, it's now time to write the article. If you have researched well, you will have enough data and information to flesh out the article.

Article writing is an easy way of business promotion, but if you get good at it, it can also be used to make some extra money for your business.

In article writing, there are three key benefits which are part of your optimization effort. These are promoting them; branding, lead generation.

But the only reason for writing an article is to inform your audience. If this primary, most important purpose is not focused upon, it will fail in achieving the promotion benefits as no one will be interested in reading it.

In order to make people click on your resource box, first, you will need to get people to read your article. Producing good content is the only way to this.

Article Submission:

Although you may be spoiled for choice of article submission sites nowadays, however, choosing one carefully is of paramount importance.

In the course of this chapter discussion, I will provide a list of the sites that I have actually used and that have been known to have given good results to many other online marketers.

Since article submission is a very time consuming job, I am rather choosy and try to use the best sites for this purpose. You can use some article submission software that can do the research and find the right site for you.

Let's get this straight, probably the only reason that internet marketers write and publish articles is to generate and increase traffic to their website. So, it makes sense to use article directory submissions at the sites that have higher page ranks. This is also sensible because you will want to create back links also that link these directories to your website(s). Search engines see the links from the

higher page ranked sites as an indication of the superiority of your site. This could help greatly with your rankings as well.

A great and rather popular method to build back links is article submission. In exchange for submitting quality articles to well established article directories, they allow the author to add a couple of links at the end of each of his article. Authors are allowed to submit as many articles as they want. The more the number of articles submitted, the more back links they get.

Article submission, has in fact been around for many years and those article marketers who've diligently used it to build back links have had the advantage of high rankings in search engines for a long time.

Significance of Article Submission

On the internet, there are a number of ways to drive traffic. However, most Internet Marketers are unsure of how to go about it. As the majority of the traffic is accounted for by the search engines, most marketers today have opted for SEO or Search Engine Optimization. Simply put, this is a process that involves building of links on a very regular basis and hence ensures that our pages on a website get better and higher rankings in search indexes. The higher are the rankings; more is the traffic a website will get.

This Search Engine Optimization process basically consists of 2 components:

- Off-Site factors
- On-Site factors.

The On-Site factors are rather easier to implement as they involve just changing certain elements of the web pages like page title and meta tags, etc.

However, the Off-Site factors are not tackled as easily. The Off-Site factors deal with building relevant one-way back links. One link from some external page is considered to be one back link. But, these links have to be from some relevant pages so that each link would count as a "vote" in the search engines' eyes. The greater the number of back links (or "votes") of a website, the higher will be its rank.

This is motivation enough for the internet marketers to go to great lengths to build relevant back links to their pages. Article submission is a great and very popular method to build back links.

3 Top Reasons for Using Article Submission Services:

Internet marketing essentially requires that you have multiple modes of acquiring targeted hits to your site, hopefully leading to the kind of action you wish your visitors to perform. Article marketing is a great technique for this.

Proper advertisement of your articles will enable you to write and submit more articles and get even more hits to your site. One of the most time saving techniques to acquire hits to your site are article submission services. There are many article submission services who will submit your articles to directories manually.

1) Using these services will mean that you will have more time to write articles.

2) You garner extra publicity. Several of the article submission services have their own directory, which they will be promoting to get traffic. Many will also have RSS feeds. When visitors visit them, they will also see your article.

3) Statistical information provided by these services can be used to market your websites along with your articles. Most of the worthy article submission services will keep the statistics regarding your article. You will be able to examine what kind of articles are surpassing other articles and use this to fit your articles to a certain agenda that can provide more hits to your site(s).

The Article Submission Process:

Now, the question is what the article submission process to various directories is. Also, an additional issue is what if some articles have links in them. The second question is easily answered: just go ahead and remove all the links from the article and move them to the resource box (what's that you ask, eh? Well we will come to that in due course of time), as almost all article directories do not allow links in the articles submitted to them, also the resource box can have at most 3 links!

Be sure to select an article directory that has a good track record and make sure you place your article under the appropriate directory.

Benefits of writing articles

Some powerful reasons to start writing articles now:

Business marketing with the help of articles is an easy and inexpensive way of exposing your services to a large numbers of potential/prospective clients. Many article directories and website owners are always on the look out for free content. On submitting your articles as free content to the article banks/directories, you stand to gain free publicity. That's a win-win situation both for you and them. Some more reasons to market with articles are listed below:

1. One of the major advantages will be that it will drive traffic to your website. You can do so by placing each of your articles on your own website's page, along with, of course, the keywords, a short description, your bio, and the guidelines on how your article can be used.
2. On submitting articles things you are knowledgeable about, that is your specialty or your field of expertise, you will have a great opportunity to become known as an authority or expert in that field.
3. You will become a published author!
4. Your bio that you submit with your article(s) is likely to create traffic for your website. Also, you have the option of including a link to your product, affiliate site, etc. in that bio.
5. There is a good chance that you may gain a new client, subscriber or be able to sell a product.
6. There will be ample extra material for you to mail to potential clients or to your network.
7. You will start to be recognized locally and on the web as the number of people who know will increase the word will spread.
8. You'll also notice that you will start getting requests for writing articles and what's best you will be paid for it.
9. Incorporating Google AdSense words into your articles is also a great way of making more money.

Tips and techniques for good article writing

Great Tips for Creative Writing:

Writing can be used as a form of personal expression. But creative writing is a skill that needs to be mastered just like any other skill. Creative writing has its own set of principles of construction requirements that you need to learn before you call yourself a creative writer. So, with constant practice and training, creative writing can be mastered.

Although a lot many books and websites offer guidance and even training programs on creative writing and you could always take those, I would like to provide you some simple and basic tips that you could use as your starting point in this arena.

Tricks and tips for beginners:

- Start with short exercises: Read creative-writing essays and articles on a daily basis. Writing daily, even if it is for ten minutes, will help you a lot.
- Observe: Carry a notebook to note your observation: Write down any unusual phrase that you chance to hear. This can happen anywhere, like when are commuting in your car or a bus.

- Getting feedback: Edit and revise the work on completion; the first attempt will never give you perfection. Once you have completed the initial draft, let it sit for a few days and then come back later to it to pinpoint mistakes with red pen. You can also ask your fellow writer to go through it and give feedback.
- Writing is fun: Take a break if you start feeling bored before starting a new project. Do something which is pure excitement and fun for you.
- Read the Article Back: Once you have finished writing your article, it is very important to read it back to yourself. This may not sound like much, but believe me this needs to be done. If you read out the article, you may be surprised at what you hear. You will find that some parts of your article are downright dreadful and need revising.

Sticky Leads:

The first couple of words, typically the first 25 words in your article are of utmost importance. Make sure that they are powerful or "sticky" enough to make a reader read more of your article.

The lead to the article is the most significant part of the article as that is what will "hook" your reader to your article. It is the article's advertisement and it needs to convey the information about the article in the most compelling and inviting way.

Handy Tips for writing a sticky lead

Make sure your leads have the following three properties:

- Information
- Inspiration
- Entertainment.

The factors that make a lead sticky are:

- Invite – Invite the reader to come and read the article, with a promise that there is a lot of information, inspiration and entertainment.
- Being Direct -- A sticky lead is concise and direct. Don't let yourself ramble away.
- It should Fit – Make sure that lead is an appropriate introduction to your article. Great leads which have nothing to do with the article topic are time wasters.
- It's Natural – When a lead is forced, you are not writing in your style and that shows. It does nothing for the article and puts the reader off.

So be sure to write a good lead when you begin your article.

Fast Article Writing:

After getting a broad idea of the topic you want to write about, the very next logical thing to do is perform keyword research. Typically, the main keyword you wish to target is to be used in the article title and also a couple more times in the article body.

A quick way of writing an original article is to have an efficient and tried and tested system of researching and writing articles, in place. This can easily be achieved by generating 4 key points with the keywords around the following points:

- Attention - The title and very first paragraph of the article need to grab the reader's attention. Very often something controversial will attract them. Also make it a point to ensure that the article is closely related to the title or else you run the risk that no-one will read past the first paragraph.
- Interest - The role of the second paragraph is to keep the reader interested, while exploring the topic at hand and providing more information along the way.
- Desire – The third paragraph aims attention of the reader fixated in the article while at the same time making him feel that they are nearing a solution or a conclusion or sorts. Remember, at all times try to keep the article's spunk quotient intact.
- Action – If, so far your reader has stuck with you, most likely he would like to have an adequate end to the article or in many cases a solution or an action that they can perform.

There are certain services (Wordtracker Labs Keyword Questions is an example in this case) that can help in generation of relevant ideas around the target keywords. Once, that you have these four points ready, the basic structure of the article is ready. Now all you need to do is elaborate on each point and construct paragraphs based on that. However if you do get stuck at this point, try searching your ideas/keywords in a search engine and gather the ideas generated from the results.

At the end of it all make the effort to get your article submitted in a way that will get it read and improve your business.

- Search your favorite search engines and article publishing sites and find sites to which you can submit your articles to.
- Never forget to include a resource box at the article's end. This resource box will have back links to your business website.
- Consider adding some article directory to your work from your business website that points to the articles on your website.

Lists of sites available to submit to:

Although you may be spoiled for choice of article submission sites nowadays, however, choosing one carefully is of paramount importance.

Some of the most popular article submission sites are listed below. These are the most used and most reliable sites in terms of reader base and traffic generation:

- GoArticles.com http://www.goarticles.com/
- EzineArticles.com http://www.ezinearticles.com/
- ArticleDirectory.com http://www.article-directory.net
- IdeaMarketers.com http://www.ideamarketers.com/
- Xongoo.com http://www.xongoo.com/submit.html
- ArticleCity.com http://www.articlecity.com/
- Free Content http://www.certificate.net/wwio/topics.shtml
- NetterWeb.com http://www.netterweb.com/articles/
- AuthorConnection.com http://www.authorconnection.com/
- Zinos.com http://www.zinos.com/f/z/author_signup.html
- HowToAdvice.com http://www.howtoadvice.com/
- Amazines.com http://www.amazines.com/index.cfm
- ArticleWarehouse.com http://www.articlewarehouse.com/
- WebMomz.com http://www.webmomz.com/resources_article-directory.shtml
- ArticleEmporium.com http://www.article-emporium.com/
- ArticleResponder.com http://www.articleresponder.com/
- ArticleFinders.com http://www.articlefinders.com/
- ValuableContent.com http://www.valuablecontent.com/

Setting up an impressive profile

Need for an E-Profile:

Having an e-profile is often very important for an Article Writer. With things being highly Internet driven these days, the best way to impressing someone is to rank high for your name.

I would suggest that all article writers and content developers should have an e-profile listing the relevant things that you've done or your accomplishments. Also, you can incorporate links to various websites as proofs of your work.

Steps to creating an impressive profile:

1. Before writing your profile, just write down a short outline showcasing your personal qualifications as well as your business accomplishments, if any. Try to be as precise and specific as possible towards your professional life. Make

sure you include everything that shows your and your company's professionalism.
2. Use of strong and descriptive words is highly recommended. The final profile should to be short yet powerful. What you are looking to do here is to grab the reader's attention, so try and make it strong and definitive.
3. Include a brief mention of the kind of clients you work with.
4. Do not forget to include any awards/recognitions that you or your business may have received. Having such credential to your name, signify to others the high standards of your work. Also make sure you include information about any associations that you may belong to. These connections can sometimes go a long way in establishing credibility.
5. Company profile writing is similar to writing a personal profile. You have to ensure that you spell out the facts for your readers.
6. Maybe your writing skills are not the best, but it is perfectly okay. It's always best to talk to your clients in your own words, which are coming from your heart. Since you know your business best its better to describe it yourself.
7. Always revise the rough draft. And remove anything that you feel is not imperative for your reader's knowledge. Spice it up and read it one more time. After this point you can have it proofread and edited either by a reliable colleague or a professional writer.

Now that your professional profile is complete and nicely polished, a well tuned marketing tool is there in your hands. You may use it anytime you want and let people know about you, i.e. who you are and what you do.

One more thing, always concentrate on your current profile and achievements rather than your past while you are writing your professional profile.

Build your brand

Top 6 Tips for Article Marketing Success:

Internet marketing essentially requires that you have multiple modes of acquiring targeted hits to your site, hopefully leading to the kind of action you wish your visitors to perform. Article marketing is a great technique for this.
Proper advertisement of your articles will enable you to write and submit more articles and get even more hits to your site.

It has already been established here that, building links to your website through article marketing is a great marketing idea. On top of that, unlike any other traditional type of marketing/advertising, article marketing is totally free. The only thing required of you is your time to write and submit articles to the article directories.

Using article marketing amongst other benefits you also build links to your site,

drive traffic to it and increase your leads. Additionally you gain because you position yourself as an expert in your field of authority or niche. People even hire writers for writing their marketing articles for them, and you don't really have to be a very talented writer to do the article marketing.

These tips will guide you to success in this field regardless of your writing skills.

1. Make it short and sweet: Keep it precise. People looking for information online, most probably will click away when they see a giant blob of writing. The paragraphs should be short and concise. Don't just drone on and on. Learn to give your readers the required information without using too many words and their time.
2. Valuable information is a magnet: Unlike what many people who write articles for the web think, Article Marketing is not at all about filling pages with words. What needs to be made sure is that your words are helpful as well as informational. This will attract not only the search engines but also your readers, who will learn to appreciate your advice and be eager to seek more of it from you!
3. An enticing title is the first step: While searching for online information, if your article shows up in the search results, it is bound to generate far more interest and will warrant a click through if your article has a catchy title. A handy tip is: to include words and phrases such as "How to...", "Tips for…", "7 Ways Of…" These will work better at grabbing attention than titles such as, "A Guide to …"
4. Title should have the target keywords: Make sure that you incorporate your target keyword(s) into your title. Perform some keyword(s) research to locate the keywords in your target market and then add them to your article. One pitfall to avoid is that you should not use keywords too unnecessarily because this will lead to the search engines devaluating your article if you do so. Ideal keyword density is 1%-3%.
5. Discuss your business in the article, nut subtly: Your article should clearly expound your business' benefits in your articles. Better still, try and make it so that your article title lists the benefits.
6. Resource Box is not about you: Don't go on and on about yourself in the resource box. Creating a good resource box is essential to getting people to click through to your site. It's good to talk straightforwardly about the benefit that may be reaped from your product/service and then encourage the reader to take action, which generally means to click through to your site.

Article marketing can help you to get some serious results for your business. They may come gradually but are bound to reap benefit for you. This is due to the power that back-links in article directories. So, with right keyword density and content, you may see that your article(s) could list at the top page of search engine results.

You may use article marketing in order boost your online presence, drive traffic to

your site, and increase leads, all at no cost to you. And….all it will take is an hour a day or so, to produce a simple article by utilizing these tips and then just submitting it to an article directory.

Using articles to raise your profile massively

Article marketing demonstrates your expertise and raises your profile:

In general, people are no experts in the things they buy or the services they avail. That is reason enough for them to want to buy from people who are. More so if what you are selling or marketing is your expertise.

Thus, providing to the prospective buyer some consistently high-quality content can put you in the much vied position of a trusted resource. This in turn, is a short step from being established as a trusted supplier.

Thus in plain and simple words, if you dispense articles effectively and regularly, these articles will help immensely with your brand recognition and profile.

So, if you don't have a pot full of money to spend on marketing, then putting in some time in your marketing strategy will be highly preferable. So, even if you outsource your article marketing or just hire a freelance journalist, a month's worth of good quality articles would cost just around the same as one single ad in a local paper.

Article marketing is something that essentially builds over time. Every article that you publish adds value to your profile and will increase traffic and inquiries. Now, compare this with the traditional advertising. In conventional advertising, once you've stopped paying for your ads, the benefit gained by people seeing it will stop. On the other hand, once you've written and distributed an article to a directory, the benefits associated with it will continue.

Article Writing mistakes that people make

Mistakes that you should avoid while Writing Articles:

One of the major advantages of article writing is that it will drive traffic to your website. You can do so by placing each of your articles on your own website's page, along with, of course, the keywords, a short description, your bio, and the guidelines on how your article can be used. On submitting articles about things that you are knowledgeable about, or that is your specialty or your field of expertise, you will have a great opportunity to become known as an authority or

expert in that field. You will become a published author! Your bio that you submit with your article(s) is likely to create traffic for your website. Also, you have the option of including a link to your product, affiliate site, etc. in that bio. There is also a good chance that you may gain a new client, subscriber or be able to sell a product. There will be ample extra material for you to mail to potential clients or to your network. You will start to be recognized locally and on the web as the number of people who know will increase the word will spread. You'll also notice that you will start getting requests for writing articles and what's best you will be paid for it. Incorporating Google AdSense words into your articles is also a great way of making more money.

People are now finally realizing that article writing and submission happens to be a great way of driving traffic to their websites or get known in their area of authority.

However, three mistakes that I have noticed that people who write articles make are:

1. Wanting to make each article a work of art: Many article writers may start writing as if they are writing a paper or writing for a university. If you are thinking that each and every article needs to be perfect you are highly mistaken. So, as soon as you have an idea for an article just make some notes and just start writing. Of course, you will want to check them for spelling and any grammatical errors, other than that just keep writing. Remember, you are not writing this for a university or a publisher. In fact, these articles are supposed to convey some information to the reader on a subject that you have knowledge about. A conversational style, not a perfectly written article, is what is required. It is easier and more enjoyable to read. Additionally you always have the option of editing your articles and resubmitting them at some later time. Here, the most important thing is getting your article written and submitted.
2. Being clueless about the topics that you can write on: If you don't know what to write about, then the shortest and simplest answer is: just anything that you may be interested in and possess knowledge about can make a good article. Learn to look around your house and surroundings and begin to make some notes. Anything and everything in your life has the potential of becoming an article. Many people are out there who would like to know about the things that you happen to know.
3. Fear of writing about topics that you don't have expertise in: Although you may have limited knowledge and interest in something, yet you can write about it in a way that will reach some other person in a special way. Remember, no one can write the way you can, so if you write straight from your heart you are sure to reach out to people who need to read this information written in your words.

So, what are you thinking? Just go ahead and write on. Write about your hobbies, your family, your career, your life in general. Some ten – fifteen years back we had to write topic centric articles that were a specific requirement of a publication. Not any more …. Now we have the freedom and power to write about our thoughts and passions and we know that there are many sites ready to publish it and many people who are waiting to read it. Take this great opportunity and write your heart out.

THREE BIG Mistakes that a professional writer may make while Writing Articles:

Everybody in this world, including the most seasoned professional writers make mistakes when writing for the web. Professional writers, who do write for a living, often make these 3 very common yet big mistakes, while writing for the web.

Often it is the simplest of things that make people trip over them. So, let's take a look at the top 3 mistakes that professional writers make when writing web copy.

1. Fact Checking: The first, most common and arguably one of the biggest mistakes is fact checking. Often, when you have a deadline to meet, you tend to just push to get the article out while forgetting about fact checking. Well, this is a big no-no.

   Always be aware that the things have a way of getting checked and it will always come back to you. Hence, even in a rush, take time out to fact check and thereby save yourself a lot of embarrassment on the way. By fact checking I also mean plagiarism checks which are surely needed to be done.

2. Link checking: Dead or misspelled links are a sure shot way to raise the site's temperature. Always take out time to really check the spellings and web addresses of all the links that are included in any type of article or on a web copy for a site.

   It is a real mood spoiler; if you click on a link and either it does not work or is misspelled. Always remember, and for your own sake …working links provides working dollars, and dead links…. frowns.

3. Incorrect Formatting: Incorrect formatting for a web copy for either an article directory, or a placement on web pages is one hell of a problem even with newbies. But pros can also get it wrong sometimes. With a web copy and especially with most article directories, there is just one or maximum of two different ways to format a copy for web usage. This often depends upon the two factors: where the article will show and when it will be made live.

Article Submission mistakes that people make

Mistakes that you should avoid while Writing and Submitting Articles to Article Directories:

Business marketing with the help of articles is an easy and inexpensive way of exposing your services to a large numbers of potential/prospective clients. Many article directories and website owners are always on the look out for free content. On submitting your articles as free content to the article banks/directories, you stand to gain free publicity. That's a win-win situation both for you and them. Some more reasons to market with articles are listed below: Essentially article marketing is a type of information-based marketing. It is one of the most effective techniques to direct targeted prospects to websites and convert them into your buyers.

A great and rather popular method to build back links is article submission. In exchange for submitting quality articles to well established article directories, they allow the author to add a couple of links at the end of each of his article. Authors are allowed to submit as many articles as they want. The more the number of articles submitted, the more back links they get.

Article submission, has in fact been around for many years and those article marketers who've diligently used it to build back links have had the advantage of high rankings in search engines for a long time.

Many Tools are available that you can utilize in making the distributing process of your articles simpler.

Let's look at the most common mistakes that people tend to make before submitting their articles to the directories:

1. Never confuse the reasons of article promotion with the reason to write them:

In article writing, there are three key benefits which are part of your optimization effort:

- Promoting them;
- Branding,
- Lead generation and promotion,

But the only reason for writing an article is to inform your audience. If this primary and most important purpose is not focused upon, it will fail in achieving the promotion benefits as no one will be interested in reading it.

In order to make people click on your resource box, first, you will need to get people to read your article. Producing good content is the only way to this.

2. Never let go of the promotional opportunities of article marketing:

As you know, the articles that you have posted can aid you to generate additional back-inks to your website. Also, you can get more visitors and improved search engine results from these articles.

This is done by mentioning keywords at the strategic and appropriate places. However, be sure not to overdo this.

An additional benefit of posting articles to article directories is getting picked up by publishers with a large audience. Since they have to include the resource box of yours, you get yet another link back. Also, you gain the chance to leverage their brands owing to the quality of your work.

Setting up a Resource box

A Perfect Author Resource Box

In order to make your article "sellable" you really do need a perfect RESOURCE BOX. This can easily be described as the author's bio and is located below the article body. It is also known as your Signature (or SIG).

So let's see this clearly. The Body of you article is the place where you give and the resource box is where you take. So for giving away an article the resource box is the currency in which you get back the worth of it.

Some of the essential items that ought to be there in your Resource Box:

- Name: The author's name is a must in the bio! And it is particularly surprising and amazing to know the number of people who forget to include their names in the RESOURCE BOX of the articles they authored. The author's name (and optional title) is the first things that should be there in your resource box.
- Website Address: This should be included in valid URL form. Example: <http://Your-Company-Name.com/>
- Elevator Pitch: Elevator Pitch refers to 1 to 3 sentences that typically encapsulate the complete essence of the features that make you and your offerings unique. This is more commonly refereed to as your USP (Unique Selling Proposition).
- Calling the Reader to Action: Now that you've conveyed your point and pitched your ideas to them, it's now the turn of the readers to get into some

action that you want hem to do. But still, it is you who will have to motivate/ instigate them for that. So, to lead them to buy a service (or thing) from you or to visit your website, you just ask them for the sale. Often, it's best to offer to them only one specific call to action.

Some optional items that could be included in your Resource Box:

- Your Website Subscription Address: While you are in the process of getting your interested visitor to surf your website, capturing their email address at this point can help you initiate the trust process. So, if you intend to use this strategy, it is better that you include a URL for your website subscription address instead of using an email address for this.
- Your Contact Details: The details such as your business phone number or the method to reach out to you for interviews or your press/media kit can be a great way of establishing camaraderie with the website visitor. Article marketing is essentially a timeless strategy and that you may not actually have an easy ability to take back what you put in your article once it has hit major distribution.
- Free Report: This could be part of your call to action or maybe your free bonus report that may further enhance your credibility as an expert on the article's topic.
- Anchor URL related to the keyword(s) or keyword phrase that you may wish to build SEO strength for: An example in this case is: For building search engine relevance or strength for say the term "Article Marketing", I would link up this term in my resource box to my website.

What Not to include in your Resource Box:

- Do not list each and every website that you own. A very easy and simple way to damage your credibility is to post half a dozen irrelevant URLs having nothing to do with each other. It's advisable to post only one URL, preferably related to your article's topic.

- Avoid boasting about every accomplishment that you have achieved till date. Frankly speaking, nobody cares. Make it a point to keep your resource box brief and to the point.

- Do not have advertisements/pitches for products that aren't relevant to the topic of your article.

- The size of your resource box should be no larger than 20% of the total size of your article.

- Never incorporate any affiliate links into your resource box. Already I have mentioned that this is also a big no-no with your article. Similar is the case with your resource box, unless of course, the site you are submitting to is ready to accept affiliate links.

Using the Same Resource Box for All of Your Articles

There are a number of templates available on all major article directories/submission sites that you may choose from. However some article directories/sites give only a default resource box. This provides a way of accomplishing rapid article writing, as you've already got that resource box sitting right there in front of you. It will appear automatically once you submit you article, also when you have a second one and a third one, they have already got it set up.

A Traffic Generating Resource Box

If addition to sharing quality information with the world, if your goal with your article and resource box is driving traffic to your website, then it is best to go for a resource box with three active links in it. Thus, when you offer to the reader a variety of resources on the website or blog of yours, they are likelier to click through and may become regular visitors to your web site.

A List Building Resource Box

So, apart from sharing quality information, if your aim with your article and resource box is to build your list, then it is highly recommended that you go with a resource box that consists of only one link in it. In this manner your keep your reader from getting distracted by any other links and just clicks on that one link to trade their email ids for more information from you.

HTML resource box

5 Ways of Improving your HTML Resource Box

The key to any successful article submission and article marketing is the HTML Resource Box. That is the point where you give your name, a brief bio, website intro and also the link through to your website.

While submitting a resource box, you will usually have two formats to choose from:

Plain Text - A plain text Resource Box where the URL is written as a website address can be used.

HTML Resource Box – Several article directories also have the option of submitting a resource box that contains some HTML code.

The advantage with the HTML format is that you can specify "anchor text" that you would like to hyperlink back to your website.

The anchor text that you use should be your keywords. Thus by hyperlinking your keywords, you are able to convey a more powerful message to the search engines about the keywords that they should associate with your article and with your website.

As technical as it may sound, it really isn't that difficult to build an HTML resource box and almost anybody can fashion one, just if they keep some guidelines in mind:

1) Know your keywords:

This is that step that will make many folks slip. However, it is a compulsory thing to recognize your keywords if you wish to use the HTML Resource Box.

The point here is using your keywords as the anchor text for the back links to your website. So if you wish to do that it is imperative that you recognize your keywords.

However, if you're not so sure about your keywords, it will always be advisable to do some amount of research as all your marketing efforts will be based upon your awareness of your keywords.

Here are some of the most popular keyword researching tools:

Google Keywords Tool (free to use):
https://adwords.google.com/select/KeywordToolExternal

WordTracker (it is fee based, but has a free trial so you can at least try it before buying it):
http://www.wordtracker.com/

2) Creating Hyperlinks to your keywords:

Often what authors do is that while they do take the time to anchor the link to his or her anchor text, but what they do is that rather than linking keywords they link their name or their business name.

A researcher would type in the keyword in the search engine and search according to that. He/she would not, very often, for sure know your name to make a search according to that. So, while your perfectly written article is right there, not many people would be able to reach out to it.

What you' really going for is high ranking for your keywords, so make sure that you're hyerlinking your keywords and not your name.

3) Your anchor text should preferably be 3 words or less:

There is absolutely no need to hyperlink the complete contents of your resource box. The only text that you need to actually link is your keyword term. A good rule of thumb that can be followed is to limit your anchor text to 3 words or less.

4) Always include an author bio:

A resource box is essentially an author bio and its purpose is to give some relevant information about the author. It's an ideal place to tell the readers your name and a little about your business and to tell about your authority on the topic that you've just written about.

Remember, it is not merely about inserting your link; you should give your name, some author bio info, and a link to your website and finally give the reader a reason as to why they should click through to your website.

5) Always use a single link:

Most sites and publishers will have some limit on the character number that you can incorporate in your resource box which is usually 450 words or less. Such a limited amount of space in the resource box should make it imperative that you spend your time persuading your visitor to go to just one site. In fact, including multiple links decrease your odds of your reader clicking on any of them.

So, the next time you submit an article, just take some extra time for crafting your HTML Resource Box and follow these tips. In due course of time, your efforts and restraint will be rewarded and will result in greater traffic to our website.

Writing your Resource Box

Although each and every element of your article is very important but arguably the most important are the title and resource box. The importance of the title lies in the fact that it will determine if your readers read the article while your Resource Box will determine if your visitors click through to your site or not.

A Resource Box is like a mini advertisement for your business website. Never write anything too commercial in it, because you want your visitors to associate with the article contents and to click through to your website.

HTML Tags

Take care to include HTML tags only in HTML version of your "About the Author" box and not in the article itself. Often publishers are rather careful about the code

that they will actually allow to be included in their pages and one missed bracket can cause real havoc.

Inside your “About the Author” box make use of only the basic HTML tags. In particular, avoid using tags like <html>, <title>, <head>, <meta>, <p>, <body>, <font>, , or <class> tags. Also, since no image or scripting tags are allowed here, so avoid formatting attributes like "align" and "color".

For the uninitiated, HTML can be tricky to use. Make sure that you create well-formed HTML tags. Also, if your link is broken then it won't take readers to your site thus rendering that back-link useless. Be sure to close any open tags and ensure that you've used plain text characters throughout.

Conclusion

Article marketing can help you to get some serious results for your business. They may come gradually but are bound to reap benefit for you. This is due to the power that back-links in article directories. So, with right keyword density and content, you may see that your article(s) could list at the top page of search engine results.

You may use article marketing in order boost your online presence, drive traffic to your site, and increase leads, all at no cost to you. And….all it will take is an hour a day or so, to produce a simple article by utilizing these tips and then just submitting it to an article directory.

Article marketing is something that essentially builds over time. Every article that you publish adds value to your profile and will increase traffic and inquiries. Now, compare this with the traditional advertising. In conventional advertising, once you’ve stopped paying for your ads, the benefit gained by people seeing it will stop. On the other hand, once you’ve written and distributed an article to a directory, the benefits associated with it will continue.

Some ten – fifteen years back we had to write topic centric articles that were a specific requirement of a publication. Not any more …. Now we have the freedom and power to write about our thoughts and passions and we know that there are many sites ready to publish it and many people who are waiting to read it. Take this great opportunity and write your heart out.

BIBLIOGRAPHY:

1. http://www.promotionworld.com/content/article/
2. http://www.abcarticledirectory.com/
3. http://www.thefreelibrary.com/
4. http://www.myaboutall.com/
5. http://ezines.com/
6. http://hubpages.com/
7. http://www.webcredible.co.uk/
8. http://www.reallypractical.com/
9. www.articlewritingtips.com/
10. http://www.build-your-website.co.uk/
11. http://www.thefreelibrary.com/
12. http://www.associatedcontent.com/
13. http://www.abcarticledirectory.com/
14. http://www.articlemarketer.com/
15. http://www.submityourarticle.com