

# Article Marketing



Many business owners I meet do not consider themselves writers. They simply don't write, yet they want to market their company to get exposure. Well, if you are wondering about marketing online consider that the only way your business gets found is because of words.

Some of my readers can afford to hire copy writers to write for them and that it great. For those of you who can't, why not consider typing up a little essay once in a while? Are you not an expert in your line of work? Can you leverage your time instead of your pocket book?

If you do like writing about your industry then you can work that to your advantage when marketing online.

Writing about your industry on a regular basis helps you understand how to position your company. With frequency you will have better words at your disposal when it comes to marketing your business whether for web or print.

## What to Write About

You should be looking carefully at the news items that are hot in your industry. This will mean staying informed. Your browser most likely has a Feed Reader ([RSS Reader](#)) or you can download one to collect news feeds that you are interested in. You can keep informed with industry magazines in both print and online versions.

You need to focus on hot topics and observe the key words that are relevant to those topics. With those key words in mind you can develop your own individual response essay.

It will be important to use the keywords for your topic in the title of your article as well as in the content of the piece you are writing.

Online readers have short attention spans so don't get too carried away. It is customary to submit short articles of 400-600 words.

## Resource Box

Make sure that you include a Resource Box at the bottom of your article. This should include the “by” line with your name and a couple of sentences selling you and your company. Make sure you have a link to go back to your website or perhaps your “About the Author” page. Don’t forget to sell them something. Add a line about a special offer that you have for the reader, a “Call to Action”.

The link back is very important part of this type of marketing. Google will elevate your ranking with more inbound links. Especially more inbound than outbound links. That is why article marketing is better than link exchanges.

## Submit the Article

There are thousands of article directories that you can submit to. Some are better than others in terms of service and quality. You can submit to them individually yourself or you can use an automated submission software to save time. Consider hiring a virtual secretary or a college student to do the submissions for you if your time is limited.



There has been some discussion amongst web gurus about the duplicate content penalty that Google gives when it indexes the exact same content from different locations on the web. So you might want to tweak the article slightly to produce multiple versions that are not exactly alike. This way you can keep a nice archive of articles on your web site without being effected by the penalty.

## [EzineArticles.com](http://EzineArticles.com)

You can join EzineArticles.com and submit up to 10 articles for review. If they like your work, they will upgrade your status to Platinum and then you can continue to submit more articles. EzineArticles gets a lot of traffic and is a place that web publishers go to for content.

Other Article depositories to check out include: [ArticleBase](#), [ArticleGeek](#), [GoArticles](#), [ArticleBiz](#), [AdZines](#).

Here are some automated article submission resources: [SubmitYourArticle](#), [ArticleSender](#), [iSnare](#).

## **Conclusion**

So by actively writing about your industry you can submit articles that other web or newsletter publishers can use with links back to your web site. These are one way links hopefully from quality sites that will boost your website's position on search engines.

It's a great way to grow the depth of your website and at the same time show your credibility.

Does it sound like work? You bet. Your success depends mostly on you. Write frequently and submit your articles and within a little time you will start to grow traffic to your website.

Encourage publishers in your industry to freely use your content articles with the Resource Box intact because that is where your link back and sales pitch are.

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