



# THE EXPERT GUIDE TO ARTICLE MARKETING

Bspoke eBooks

## HOW TO PROMOTE YOUR WEBSITE TO GET FREE TRAFFIC



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## Article Marketing Explained

One way of promoting your website and product can be achieved for FREE. As an additional bonus, this “free” method can boost your sites and sales, doubling and even tripling your income.

Articles. One of the easiest ways to promote your website in order to generate traffic and increase your earnings.



## How does this work?

Write articles relating to your website and submit them to “free content” submission sites.

Easy to do, takes little time and can increase your website traffic, sales and of course, your income.

## How can article writing boost traffic and income?

The article on the free content site contains a link to your own website. Readers, after reading your articles, may choose to click on the link and pay you an unexpected visit.

Having them on the free content sites is also making these articles available to other webmasters who may wish to publish that article on their site.

If they do, your article will include a link back to your site. And anyone who reads the article on that site can still click on the link to visit your site.

As the list of your published articles grow larger, and more and more of them are appearing on different websites, the total number of links to your site increases also.

Major search engines are placing a lot of significance on incoming links to websites so they can determine the importance of a certain site.

The more incoming links the website has, the more importance search engines attaches to it. This will then increase your website's placement in the search results.

If your site is into promoting a product or service, the links that your articles have achieved will mean more potential customers for you. Even if visitors only browse through, you never know if they might be in need of what you are offering in the future.

There are also those who already have specific things they need on their mind but cannot decide yet between the many choices online. Chances are, they may stumble upon one of your articles, gets interested by the contents you wrote, go to your site and became enticed by your promotions.

See how easy that is?

Search engines do not just index the websites, they also index published articles. They also index any article that is written about your own website's topic. So once someone searches for that same topic, the list of results will have your site or may even show the articles that you have written.

And to think, no effort on your part was used to bring them to your site. Just your published articles and the search engines.



### Well Drafted Articles

It is no wonder why many webmasters are suddenly reviving their old writing styles and taking time to write more articles about their site than doing other means of promotion.

Getting their site known is easier if they have articles increasing their links and traffic and making it accessible for visitors searching the Internet. Since many people are now taking their buying needs online, having your site on the search engines through your articles is one way of letting them know about you and your business.

The good thing with articles is that you can write about things that people would want to know about. This can be achieved in the lightest mood but professional manner, with a little not-so-obvious sales pitch added.

If you think about it, only a few minutes of your time is spent on writing one article and submitting to free content site. In the shortest span of time also, those are distributed to more sites than you can think of. Even before you know what is happening, you are getting more visitors than you previously had.

If you think you are wasting your time writing these articles, fast forward to the time when you will see them printed and wide-spread on the Internet. Not to mention the sudden attention and interest that people are giving your website and your products or services.

Try writing some articles and you will be assured of the sudden surge in site traffic, link popularity and interest. Before you know it, you will be doubling and even tripling your earnings.

Nothing like getting benefits for something you got for free!

### **The 4 Things ALL Articles Must Have**

The importance of articles in today's websites and Internet based companies are immeasurable. They dictate a lot in the success and the drive of traffic into one's site. It has become a key element in making a site work and earns a profit. A website operator and owner must have the good sense to include articles in his or her site that will work for them and earn them the many benefits articles can give to their site.

Articles have been known to be the driving force in driving traffic to a website. Articles are a factor in giving site high rankings in search result pages. The higher a site ranks the bigger slice of the traffic flow pie he gets. With a huge number in traffic flow, there are more profits and more potential for other income generating schemes as well.

But, it is not just about stuffing your site with articles; they have certain requirements as well. These requirements must be met to obtain the maximum benefits an article will provide for your site. A well written article will catch the eyes and interest of your customers and keep them coming back for more. They would also be able to recommend your site to others.

Here are some tips to help you and assist you in making your articles. Below you will read about four things all articles must have to make it successful and helpful in making your site a profit earning and traffic overflowing site.

#### **Keywords and Keyword Phrases.**

An article must always be centered on the keywords and keyword phrases. As each website visitor goes to a site, there are those who are just merely browsing but actually looking for a specific something. When this happens, a searcher usually goes to a search engine and types in the keywords they are looking for (e.g. Toyota Camry, Meningitis, Tax Lawyer and Etcetera). It could be anything they want.

The Important thing is that you have an article that has the keywords that are related to your site. For example, if you maintain an auto parts site, you must be able to have articles about cars and their parts. There are many tools in the Internet that provides service in helping a webmaster out in determining what keywords and keyword phrases are mostly sought out. You can use this tool to determine what keywords to use and write about.