

SPECIAL REPORT

Article Marketing For Beginners Made Easy



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Table of Contents

Introduction.....	5
The Basics Of Article Marketing.....	6
Section One: What is Article Marketing?	8
How it Works.....	8
The Benefits of Article Marketing	9
Components of an Effective Article.....	12
Section Two: Researching Your Article Topic	13
Five Ways to Research your Topic.....	14
Section Three: How to Write Great Articles.....	21
Your Title: How to Come Up with One They'll Read.....	21
Observing Best Practices: Article Titles	23
Your Article Content (or Body Text)	25
Observing Best Practices: Article Content	26
Your Resource Box.....	30
Observing Best Practices: Your Resource Box	31
Your Author Bio	31
Section Four: Where to Submit Your Articles.....	33
How to Use This Section.....	33
Top Ten Article Directories	36
Some Common Article Directory Author Mistakes to Avoid	57
Alternatives for Submitting Manually	57
F. A. Q.	59

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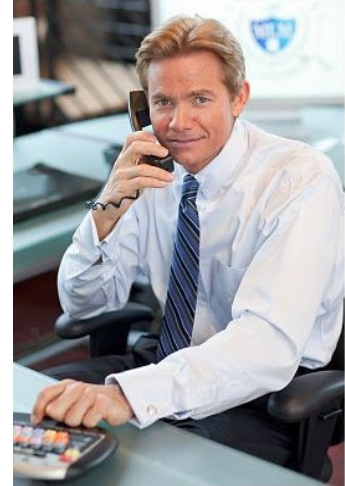
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About Tim Sales

After 11 years with the US Navy Underwater Bomb Squad Team, I answered an ad in the Washington Post that would change my life forever. This ad led me to the first and only Network Marketing Company I ever joined — and after just two years of working the business part-time I was making \$60,000 per month.

Five years later my income reached \$150,000 per month with 2,000+ new distributors joining my team each and every month. My distributor organization eventually grew to 56,000 people in 26 countries.



I decided to retire from active network marketing nearly ten years ago, but I still continue to receive a substantial passive income from my business. This ability to build passive income is one of the hallmarks of network marketing. Few opportunities can offer that and perhaps this is one of the reasons why you're reading this special report.

Out of my passion for teaching and training others to achieve success in MLM, I've created several sets of tools and programs to help you find prospects, invite them to learn about your opportunity, present that opportunity to them and ultimately train your new distributors to do the same.

These tools and programs are used by millions all over the world. My hope is that you will use these tools yourself. I am certain they can help you achieve your MLM goals and build a huge business – even if you're starting out part-time.

Article Marketing For Beginners Made Easy

Introduction

This report is intended to teach you the basics of Article Marketing. You might be asking, "What is article marketing and why would I want to do it?" Simply put, article marketing is just another way to generate visitors (traffic) to your website.

You'll be the one writing the articles (or if you don't like to write, you can hire someone to write them for you. We'll discuss this later in the report.) After you've written an article, you'll submit it to several of the free online article directories (more on this later).

Then, when your potential prospects search online for certain phrases, your article will show up in the search results. The goal is to have them read your article, see your website listed in the article, and then click, visit your site and contact you for more information.

In a nutshell, that's how article marketing works.

The great thing is you can write articles on any subject you want. If you want to sell more products, then write articles that contain helpful tips and advice to people searching for information about your products.

If you want to recruit more people into your downline, then write articles that would appeal to your ideal prospect. For this strategy, you'll want to make sure you put links in your articles that lead back to your website – either your ExploreFreedom.com website, or if you're using the Brilliant Compensation video on another website you own, then you can place a link to that website in your articles.

Using articles to drive visitors to your website is a tested and reliable method – plus, for the most part, it's free!

Let's learn more about how you can apply this strategy to your business today.

The Basics Of Article Marketing

Maybe you've heard before from some of the "internet gurus" that you should be "Article Marketing". But what, exactly, is that... and how does it relate to today's rapidly-changing online marketing culture?

Here's how the natural cycle with ***most*** hot marketing methods typically goes...

1. Marketers discover a new way to drive more traffic (visitors) to their site using some sort of trendy tactic.
2. Within 6 months to a year, Google catches on and changes conditions so that the traffic generation method is not as effective any more. Or the method has attracted so many spammers that it is flooded and just not as powerful, in general.
3. Meanwhile, the marketers who started the method have moved on to the next hot traffic generation idea...
4. And, so everyone jumps ship on the previous method and heads off to the next "latest and greatest" traffic generating method.

But what happens to the "newbies" – the people just starting out using the internet to build their business? They end up confused like crazy.

There are two problems that occur:

1. The new people may think that the method no longer works or is outdated – even if it really does still work – simply because it's no longer "hot".
2. If they do try to learn about it, usually the market is flooded with outdated guides, mostly created by marketers who no longer USE the method – so that's what they purchase, unaware of changes in online habits (or the speed at which these changes are happening!) They start out trying to put the method in practice, unaware that key, behind-the-scenes factors have changed (Google algorithms, directory rules, niche sub-culture habits, etc.)... And think they've done something wrong when they don't see the floods of website visitors they've been promised, leading to making six-figure incomes.

The real truth is this: ***There is no single method that will bring in floods of web traffic or riches overnight.***

Enough of the negative side of things. There is good news.

There is one “method” of traffic generation and authority building that has withstood all the changes online. This method still faithfully produces powerful backlinks (we’ll discuss this more in a moment); generates targeted, pre-qualified leads to your site; helps create a “buzz” about you and your opportunity; and builds your expert authority status. This method plainly and simply works and has for decades. And, yes, it’s Article Marketing.

In fact, if you had to pick only one method of self-promotion and authority-building, this would be a great place to start. And this guide will **make things easy for you** and **save you time** by not only **teaching you the basics of good, effective Article Marketing**, but setting you up with a comprehensive list and introduction to the **top ten, most popular Article Directories** (as well as helping you **avoid common mistakes** that can make your article marketing less effective!)

Section One: What is Article Marketing?

Article marketing is simply sharing your knowledge with others and receiving a short “about the author” blurb (including a link to your website) at the end, in trade.

How it Works

To put it in its simplest terms...

1. You write articles.
2. You submit these articles to the top Article Directories. The top Article Directories are considered to be authority sites. They have a high page rank and are accessed by millions of people looking for information on various subjects or expert content to put in their ezines or blogs.
3. Other website publishers, including bloggers, go to these Article Directories to find content that they can publish on their sites.
4. A website owner finds your article, likes it, and publishes it on their site or sends it out in their ezine – with your author blurb (including a link to your website).
5. You get free exposure to their audience.
6. Repeat, repeat, repeat.

As you can see, there are two major benefits to submitting to the article directories:

1. Getting website owners and bloggers to publish your articles. The important part here is a catchy title and quality content.
2. Getting your articles on the article directories themselves, which have high page rank and can help your overall search engine rankings. The key to setting these articles up to increase your page rank lies in having a powerful resource box containing a link back to your site or blog.

So, as you can see, in addition to writing a quality article, there are two essential components you need to make your Article Marketing efforts succeed:

- **Your Resource Box** (byline plus a link containing contact information)
- A powerful article **Title** that incites curiosity and accurately promises the exact information you deliver in your article

Of course, **choosing the right Article Directory** is also important (as we'll discuss later in this lesson). And then there are peripheral components, that when attended to, will add to your Article Marketing results:

- Your **author bio page**, if the particular directory you're working with allows one
- The actual **blog or site pages** your articles drive people to visit
- **Images, video** and **audio** files if you're allowed by a particular directory's guidelines to use them.

Taking the time to **read and observe the guidelines for each directory** is also an essential step you cannot skip.

But, don't worry. We'll cover all of those in just a bit. The important thing to understand at this point is that article marketing works as a traffic generation method – even if it isn't as exciting as some of the other methods marketers are teaching at the moment.

What would you rather do: Pay money for hit-and-miss advertising through PPC (Pay Per Click) or – even worse – Pay Per Impression... or spend half an hour a day (or three hours a week) making sure you reach pre-qualified readers who are desperate for your information or product through free Article Marketing?

The Benefits of Article Marketing

Here's the real secret about why you need to practice regular Article Marketing: Articles in major directories are **syndicated**, which in the context of Article Directories means other sites can access their article web feeds and utilize the content (depending on the directory's licensing restrictions).

In other words, instead of just reaching a few people, your articles "go global"... and yet still **reach the exact people searching for your information**. This multiplies your exposure without any extra work from you.

Article Directories provide a world of key benefits for you.

Your articles:

- **Show up at the top** of your reader's Google search results
- Reach **people who have specifically searched for your topic**
- Set you up with **readers likely to want more** from you
- Create **potent, focused backlinks**, using the authority status of the directories, that help **boost your Google page rank** – and your own **authority "expert" status**

Trying to do all this just with blog or site optimization is akin to insisting on driving a horse and buggy at the Indy 500 (with racing cars whizzing past you at speeds so fast that it's hard to comprehend). Yet so many people procrastinate about setting this vital method in motion.

I can't stress this strongly enough: If you want targeted prospects to visit your website, ***practice consistent Article Marketing and everything else will fall into place.***

With regular article marketing, you will take care of:

- **Building** your personal web presence
- **Establishing** yourself as an expert in your niche or industry
- **Boosting** your professional reputation
- **Increasing** your sites' Google page rank
- **Creating** loyal followers who trust your answers – and want more
- **Growing** your customer base and downline
- **Vaulting** yourself instantly to a prominent position on any social media network you later decide to join

You need to position yourself powerfully in order for social networking to really work. And (unless you have an amazing Dancing Hamster that relates to your product or

service and can help you go viral) Article Marketing is not only the quickest way to do this, but the most reliable, tested and true.

Here's how it works in just 7 steps:

- 1. Choose topics** for your articles that will naturally connect the reader to want more from you. Obviously you're not going to write about aromatherapy if your website is about gas mileage. Make sure you're attracting the right people by staying consistent in your topics.
- 2. Write articles** for your "ideal, unique customer", keeping a vision of this person firmly in mind and speaking directly to him (or her).
- 3.** Boost the power of these articles by **creating titles** (headlines) that will catch his attention and appeal to his emotions.
- 4.** Pick a highly focused, long-tailed **keyword** phrase (2 words or more) used by him when he searches for your subject – and use it in your headline and first sentence (if it feels natural).
- 5.** Create a **Resource Box** containing your name and link that will make him want to click through and read more of your material. **Include a strong call to action in your Resource box** driving your reader to your squeeze page or website.
- 6. Submit these articles**, along with your Resource Box (and bio, if they allow separate bios) to top Article Directories and also those that serve your niche.
- 7. Do this regularly.** That's the biggest secret to Article Marketing success!

We'll cover each step in detail, but that's an overview.

Don't think this has to be a huge, time-consuming effort, either. Just get into the habit of writing an article (or if that's too much, a few paragraphs) every single morning, before you do anything else (or one article per week), and Article Marketing will rapidly become an easy routine.

At www.FirstClassMLMTools.com, we've been writing and submitting articles for years. Feel free to search for Tim Sales at any of the article directories listed below to see the

types of topic he writes about, the length and quality of the writing, and some great examples of resource boxes that work.

Components of an Effective Article

Of course, all this assumes your article is going to really pack a punch to the reader. And fortunately, that doesn't depend on brilliance and inspiration as much as it depends on:

- Good research
- Good listening (to your target audience)
- Using a few, simple writing techniques that are easily mastered

We're going to cover how to write an effective article right now: Starting with how to find a strong topic. (And the more you follow this routine, the easier it will get!)

Section Two: Researching Your Article Topic

What is your ideal customer or prospect searching for? Answer that question, and you'll know exactly what to write about.

If you know your niche inside out, you may not have any problem coming up with idea after idea; however, not everyone can translate their knowledge into articles that stand out. The best way to quickly learn this art involves a simple, two-step procedure:

1. ***Find out what information your customers and prospects are searching for.*** There are various ways to do this, if you're not sure, and we'll cover these in a moment.
2. Stick to ***one single, simple point per article.*** Don't try to cover "The History of Railroads" (that's a book!) – instead, narrow it down to one specific subject: For Example "Railroad Track Gauges – Why They Are So Different".

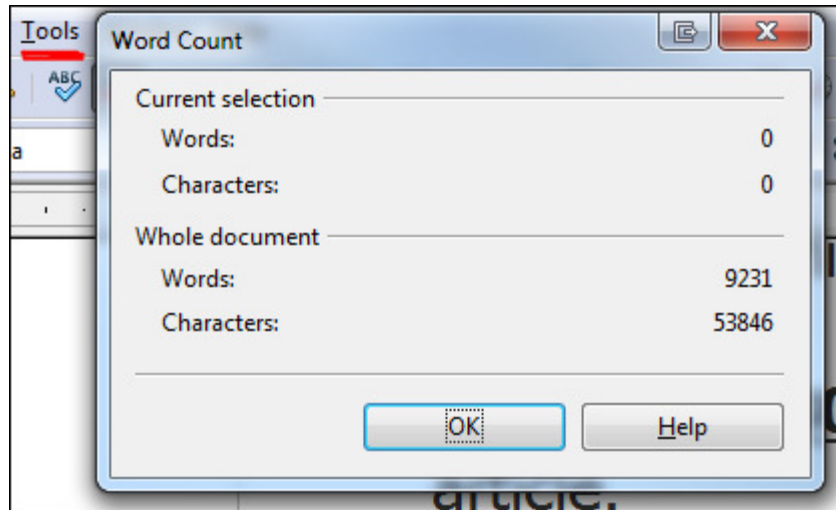
There's a really simple guideline that professional copywriters use to ascertain if they're sticking to that single, specific point that makes up the article's official topic and not wandering off track. It goes like this:

- If you write **300-700 words**, your focus is narrow enough for a single article.
- If you find you're passing **750 words**, you've got *at least two articles* in there. Look for where you've gone off on a tangent, and split the piece.

For example, you might be writing "Railroad Track Gauges – Why They Are So Different" and discover that you are at the end of page two (*way* past 700 words), discussing the connection between Roman roads and track widths. At this point, I would recommend that you copy-paste all the "Roman road" material into a separate file for a new article entitled "Railway Secrets We Owe to the Romans". Then, go back to the original article, either omit that section completely or simply sum up the entire tangent you removed in one sentence: For example, "*Interestingly enough, the U.S. standard railroad gauge of 4' 8½ inches is the exact width of a Roman chariot.*"

Don't know how to do a Word Count? Well, you don't have to count the words by hand. It's simple.

In your word processor, whether you're using OpenOffice.org or Word for Windows, you can click on "Tools" in your navigation (on the top of your screen). In there is an option called "Word Count". Click it and you'll see this:



Five Ways to Research your Topic

There are multiple ways to find out what your target customer is yearning for more information about. We're going to look at five particularly effective methods...

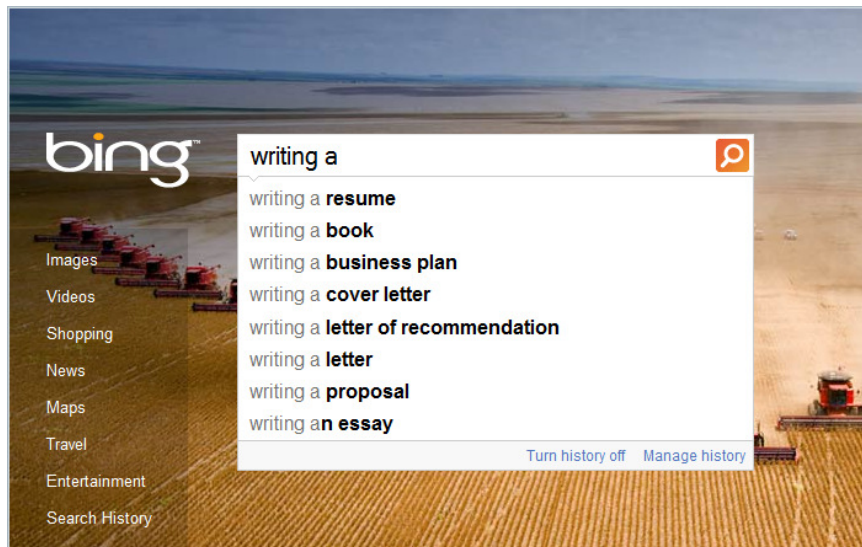
1. Using the Search Engines: The simplest way is to use the Google or Bing search engines. If you go to www.Google.com (rather than using the URL bar in your browser) you can enter a single broad keyword from your niche to see recent search keyword phrases.

For example, if you enter even a single word, Google instantly provides a drop-down menu showing recent searches containing that broad keyword...



You can search the results for long-tailed keywords (or key phrases) that fit your ideal reader. In the example above, we're going with "writing a business plan".

Bing.com does the exact same thing, but you will probably see different keyphrases, because Bing uses social search. So, if you don't have any luck with one, use the other.



If the long tailed keyword is perfect and you get chills up your spine, you can stop right there and skip to the next section.

2. Check the Results in your Google URL Bar:

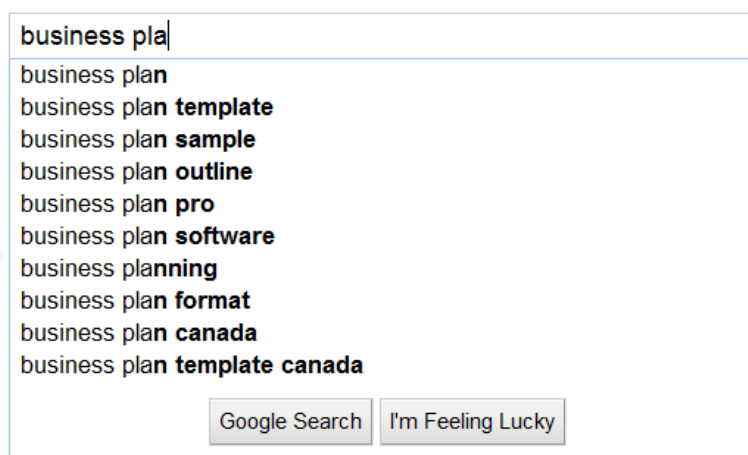
There's an extra step we recommend. (Only do this if you're not going to become overwhelmed by it. Otherwise, skip it and just start writing your article.)

To be extra thorough, though, check the keyword in straight Google search, this time enclosing your keyword phrase in quotes, to make sure there aren't too many searches. In our example, I typed in "writing a business plan".

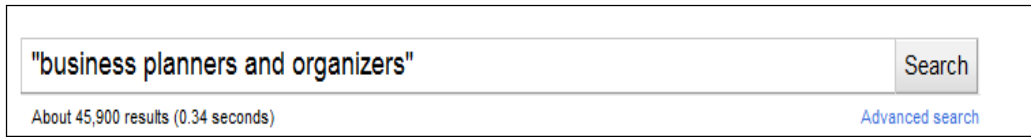


And lo and behold! In our example above, there are way too many searches to get ideal results with an article titled "writing a business plan". At 1,820,000 searches, that's a lot of competition. (This will happen a lot, in the beginning of your article writing career.) The most effective results should only be **between 1,000–150,000 searches**... Although you can go higher, the lower the number of searches, the better.

Not to worry if the results are too high: Simply go back to Google to brainstorm and try different combinations of words relating to "business plan" until you come up with a stronger long-tailed keyword...



If, at first, you seem to be getting nowhere, keep brainstorming. Your results will get those brain synapses working, and eventually your narrow one-point topic will suggest itself...



3. Checking Google AdWords: Another way to find great titles for your articles is by using Google Adwords. It's not as crucial now that social search has taken over with longer, more conversational keywords such as "How do I [tie a slipknot, make crepes, etc]"... but it should still play a part in your Article Marketing topic selection.

It's good to quickly check Google AdWords to see if there's advertiser interest. If there is, it means you're looking at a topic with readers who will pay money for answers. Checking AdWords involves:

1. Entering your Google keyword in the <https://adwords.google.com/select/KeywordToolExternal>
2. Setting your search result parameters to "Exact" search and sorting the relevance by "Global monthly" searches
3. Making sure your phrase has:
 - a. ***Some*** advertiser interest, as exhibited by the green fill inside the bar¹
 - b. Between **1,000-9,000 monthly searches**

If you're not familiar with AdWords, this may sound a little confusing, but the interface is user-friendly and it will become pretty obvious when you give it a try...

¹ (The advertiser bar should **not** be completely filled with green – this means there'll be too much competition for this keyword and your efforts will not be as effective)

The screenshot shows the Google Keyword Planner interface. The search term 'business planners' is entered in the 'Word or phrase' field. The 'Match Types' section on the left has '[Exact]' selected. The search results table is as follows:

Keyword	Competition	Global Monthly Searches
small business planners	Low	8,100
business planners	Low	3,600
[business planners]	Low	590
business planners and organizers	Low	170
business planners organizers	Low	170
[business planners and organizers]	Low	110
[business planners organizers]	Low	22
[small business planners]	Low	22

Handwritten red annotations include: '(your search phrase)' pointing to the search term, '(some advertiser interest)' pointing to the 'small business planners' keyword, and '(results between 9,000 and 1,000)' pointing to the search volume for 'small business planners'.

4. Take your Lead from Magazines and Directories:

One other method that doesn't seem to be used nearly half as much as it should be involves studying current article topics in magazines and online Article Directories. See what the top topics are – but you don't have to write about that exact angle: Instead, read the articles and ***see what's missing***. Look for what you want to know more about – it's what ***any*** reader will want to know more about.

Offline "hard copy" magazines are great sources for article topics – just go to your local major book chain or supermarket and thumb through the magazines on the racks. You can also try sites such as www.Magazines.com and www.Amazon.com for ideas – that's where you'll find out what topics are "hot".



If you explore Amazon, be sure to focus your search within a narrow category; then keep your eye on the left-hand menu suggestions for ideas. For instance, if I click on the "Crafts & Hobbies" category above, I see this left navigation bar with more narrow topics:



After you drill down into your niche, then look at the covers of those magazines for ideas.

5. Forums and Authority Blogs:

People are becoming more “immediate” than ever, in their quest for instant knowledge. Get into the habit of monitoring the forums and social networks where your readers hang out. See what questions they’re asking – and answer them via your articles (making sure you publicize the link on those particular social networks, as well as remembering to provide a “call to action” by telling them to go read it!)

The beauty of social networks lies in their immediacy and conversational feel. You can see instantly:

- What’s creating a “buzz” and getting people excited
- What’s not

All you need to do is **listen**. (And this goes with everyday life, as well as online: What are people talking about? What are they frustrated with? Excited about? Interested in?)

And then give them the **answer** in your article, of course.

Remember also to pick a handful of authority blogs to monitor (if you can’t think of any for your particular industry or niche, either ask your forum, friends or social network... or you can simply enter your niche topic plus the words “authority blogs” in the Search Engine URL to locate the top results: For example, “network marketing authority blogs”).

So, now you know how to come up with and research strong topics that sell. But to make sure people will actually read your article, you need to give them a reason to read your article, instead of the one “next door”.

Your next step is to make sure you use all the “tools” professional copywriters do, to create strong articles that impact readers and deliver what they promise.

Fortunately, that’s a skill you can easily learn by following the article construction formula given in the next section...

Section Three: How to Write Great Articles

In this section, we'll cover the parts of your article – choosing a great title, writing the body of the article, and crafting a killer resource box.

Let's start with the title. There's no getting away from it: You need to start with a powerful title that makes your reader want to click on your article (amid the dozens of others on the topic that he's scanning.) Your titles can make or break your Article Marketing success, so let's make sure you quickly learn a way to come up with effective titles, every time.

Remember – it's not about great writing... it's just about ***communicating***... And you do that every day with your family, your neighbors and co-workers, and your friends.

Your Title: How to Come Up with One They'll Read

Seriously, you don't need to kill yourself with creativity when looking for punchy or intriguing titles. Sometimes, the simplest formulas are the best!

1. Tried and True: For example, you can use common but immensely popular title formats – to help you figure out what to write about. Here are thirteen tried-and-true Title formats to play with:

1. "Top Ten [Your Keyword] Mistakes"
2. "Top Ten [Your Keyword] Tips[or "Strategies" or "Tactics"]"
3. "How to [Your Keyword]"
4. "What is [Your Keyword]"
5. "Choosing your Perfect [Your Keyword]"
6. "Six Steps to [Your Keyword]"
7. "Learn to [Your Keyword]"
8. "Fix Any [Your Keyword]"
9. "Easiest Way to [Your Keyword]"
10. "[Your Keyword] Checklist"

- 11. "Guide to [Your Keyword]"
- 12. "Twenty [Your Keyword] Ideas"
- 13. "Sixteen Ways to [Your Keyword]"

Of course, it doesn't have to be "Sixteen Ways" or "Twenty ideas": It can be "Eleven" or "Nine" or "Six"... or whatever number you want. The fact remains ***that people love articles that promise to break a subject down into manageable, easy mini-bites.*** This type of headline may not be original – but it's a total winner, providing you've identified the topic they're searching for.

(Remember also that people will often search using personal phrases: "How do I [make, fix, get, stop, etc]...")

2. Using Emotion: The best article titles tap into the reader's emotions. One way to do this is by using emotional trigger words, such as:

Positive Emotions	Negative Emotions
Easy	Mistakes
Secret	Lies
Best	Embarrassed
Success	Failure (Fail, Fails)
Power of	Barrier to
Healing	Destroying

These translate into titles such as: "Why Social Networking Is Your Fastest Way to Fail", "My Stupidest Mistake as a New Network Marketer", which create **anxiety** as the reader hurries to make sure he's not wasting his time or damaging his chances in the areas your title talks about. On the positive end of the scale, titles such as: "Six Easy Secrets to Effortless Title Creation" **promise** the reader something that will make life easier – or more fun. They create eager feelings of anticipation, hope and **excitement**.

Get in the habit of reading Article Directory titles (and especially print magazine article titles): See what emotions are triggered by the words these titles contain. Be on the look out for types of titles you can file away for future use.

3. Using Curiosity: Routines can also become so boring, the brain easily skips over article titles that promise yet another derivative, run-of-the-mill take on a subject. If you've dug up an article topic that is really quirky, don't waste its uniqueness on a title such as "Ten Tips for...". Go straight for the reader's curiosity-jugular.

For example, one of the technically most awful titles I've ever read (because it was one-word-long and made zero sense) was one put out by copywriter Ben Settle entitled: "Fauxcellarm". That title breaks every rule of headline creation – but it got me to read what he had to say. (In this particular case, it was an email.) Just out of ***sheer curiosity*** and I was glad I did.

Also study the tabloids (yes, stand in your supermarket checkout and see which headlines really intrigue you). Tabloid writers are masters at making people want to open the paper and see if there's any truth in their sensationalist headlines (as well as being masters in also using emotion to augment the curiosity): "World Ends in Seven Days... Says Talking Banana!"

Okay, obviously you don't want to go overboard with the Talking Bananas (and avoiding exclamation points like the plague is Commandment Number One in Article Marketing) ... but the principle of curiosity combined with catching attention by jolting people into a "double take" is a sound and successful one.

Observing Best Practices: Article Titles

The most effective titles get **straight to the point** with punch and impact. Getting into the habit of utilizing these seven simple best practices will help you achieve this, every time...

1. **Keep it Short.** When one is writing traditional long-copy sales letters, headlines that run for three or more lines are common. That should ***not*** be the case with articles for directories. 100 characters is more than enough (better even if you can keep it under 70.) "How to Choose Pond Pumps" is going to say everything someone setting off to buy one wants to know.

2. **Eliminate weak words.** Make sure every single word has impact and meaning to really grab reader attention. For example, instead of calling your article, “Five Steps on How to Set Goals”, remove the weak, unnecessary word (“on”) and make it, “How to Set Goals: Five Steps that Work”.
3. **Lead with your keyword, if at all possible.** If your keyword was “how to set goals”, our revised example in #2, above, achieves this perfectly – “How to Set Goals: Five Steps that Work” (instead of beginning with “Five steps on...” which is not our keyword).
4. **Never use exclamation marks!** Especially more than one!!! Some Article Directories will actually specify this; some won’t – but the bottom line is... exclamation marks make your title look “spammy” and set off loud alarm bells in the minds of directory editors. Exclamation marks weaken and repel – not emphasize and attract.
5. **Intrigue your reader.** Make it irresistible. Whether you do this by promising “Ten Tips” he can really use right now or pique his curiosity with a “Seven-headed Monster from Mars”, the effect should be the same: He just *has* to see what it’s about.
6. **Remember that online readers scan, not read.** A doubly-important reason for writing short, punchy headlines – readers skim through Article Directories, stopping only when something truly “catches” their attention. Even if you’re using one of the “tried and true” title formats, “Ten Tips for Great Hair” is so generic, it’s not going to get your reader to open the article, if she’s specifically searching for ways to tame curly hair, or she wants some easy hairstyle suggestions that look good at the office.
7. **Read it aloud.** The best titles (and article content too) should always flow easily off your tongue. If you have trouble reading a headline (or a sentence), your reader will too. Make sure your headline flows, lilts and bounces off your tongue – effortlessly.

Now we come to the “meat” of Article Marketing – writing your content...

Your Article Content (or Body Text)

1. How Long Should it Be?

We've already determined that your article really shouldn't go over 750 words maximum to deal comfortably with one single topic point... but exactly how long *should* it be?

I'd like to say "as long as it needs to be", but in the Real World, the first thing to do is **check the guidelines** of the directory you're submitting to. It may have a **preferred length**, as well as a minimum length, maximum length – and restrictions.

For example, iSnare.com specifies a minimum length of 500 words and maximum of 2000 words, while Ezinearticles states: "Must be a minimum of 250 words and no more than 5,000 words. For us, an ideal article size is 400-750 words."

In other words, your article won't be rejected solely by Ezinearticles because it's 1,200 words in length – but the most effective articles ***always*** seem to say what they want to say in 400-750 words.

Each Article Directory is different, so be sure to double-check each piece you write against the guidelines of the directory you're planning to submit it to. You'll find subtle (and not so-subtle) differences such as:

- How to capitalize your titles
- Word length
- Whether or not HTML is allowed
- If Video, Audio or Images can be embedded
- If HTML is allowed, which specific tags are acceptable
- Number of links contained in your resource box
- Category they want certain types of articles placed within

Don't let these differing parameters confuse you: You'll quickly get to know each directory's preferences. Here's a professional copywriter's trick that will really help. Before you actually write a single article **create a "Template" for each directory**, with dummy text, titles, links, etc. formatted step-by-step to that directory's guidelines. Do it in your Word Processor and save it with the filename "Ezinearticles Template", for example.

Using a Template to format your article for submission (where the words are not important, but *how they're presented* is) means that next time you write for that directory, you just change the words of the Template text but keep the formatting the same. Just remember to **rename the template to your article title immediately**, before typing a single word of your next article.

It's a good idea, however, to maintain the habit of regularly ***checking a directory's guidelines***. This doesn't necessarily mean re-reading every word; it often means no more than checking the date of their last change, if they post it. Directories have a habit of regularly changing guidelines, thanks to unscrupulous marketers working like beavers on caffeine to discover "loopholes" and ways to artificially inflate their results. (Article Directories defend themselves rigorously against such tactics in order to keep the quality of their articles top-drawer and protect their high Google page rank.)

Observing Best Practices: Article Content

Your title drives your ideal reader to your article. He's opened it... and now your content – the body text – has to deliver real "meat and potatoes". Here's how to do it:

1. Deliver what you promise

It has to be **the exact item promised on your menu**. (If he's been promised "meat and potatoes", he won't appreciate being served an iceberg lettuce salad!)

You may have been told that reports, blog posts and articles should give people the "what" but not the "how". They should "tease" your reader until he's driven to your sales page to buy your product. That's true... but only to a point.

You see, it's all in the promise. There's nothing wrong with creating a short report giving an overview of something (the "what") then inviting people to explore further by paying for the "how"): However, when it comes to Article Marketing, people are **misapplying that rule** and missing the purpose.

Here's the deal: People want answers, when they visit an Article Directory. Deliver fully and completely what you promise ***about your one point*** – the topic of your article. Then give them the option of learning more about the broader subject by visiting the link in your Resource Box.

Too subtle? It might help if we go back to our food analogy...

Let's say you're served a perfect "starter" dish for free – a one-person serving of deep-fried mushrooms – after being promised a free starter dish of deep-fried mushrooms. That will make you eager to go visit the restaurant providing it to sample more of their food. The reason you're eager to do this?

- It was exactly what you were expecting
- It was as delicious as they said it would be
- It was a perfectly normal-sized starter-dish serving, ***as promised***
- It left you wanting more, enthusiastically deciding to give that restaurant a try at the first opportunity, since they ***exceeded your expectations*** with the starter dish

However, in the example above, what if you were promised a full meal and were then given a tasty one-person serving of deep-fried mushrooms – only to discover you have to pay in order to eat the rest of the promised meal. That is not only likely to induce disappointment and a sense of annoyance, it may even cause outrage, if you were especially hungry. Why?

- It wasn't what was promised
- You feel tricked – and you're still hungry, after expecting to be fed
- That snack didn't do a thing to soothe your hunger pangs

- You feel cheated and scammed, and you're grimly determined never to waste your time going near that restaurant (and you're going to tell your friends not to go there, too!)

Make sense?

2. Don't "keyword stuff" - ever!

While it's great to find long-tailed keyword phrases for your topic, you need to know right now that many top Article Directories forbid "keyword-stuffing". If they catch you using an obvious "formula", repeating your keyword phrase too many times within the article, they will automatically reject it or remove the article. The same goes for repeating your keyword in an unnatural manner that feels odd when they read it. (Example: "When I went for hair loss treatment Toronto, I fared no better than...")

The current correct way to use keywords in your article:

- a. Put your keyword phrase at the beginning of your **title**, if possible
- b. Use it in **the first sentence of your article**, and nowhere else
- c. Do this only if it reads in a natural, unforced manner

For example, say your keyword phrase is: "Eating for two"... The beginning of your article might look something like this:

Eating for Two – True After All?

Lately your older relatives have been driving you up the wall, reminding you that you're **eating for two** now that you're expecting a baby. You tell them, impatiently and confidently, this concept is a myth. Now scientists are saying...

You don't have to do back flips to avoid repeating the keyword, providing it's the most natural choice to use... but you can be easily creative by using (in the above hypothetical article) phrases like "eating double portions" or even simply "eating more than you feel like eating".

3. Think about your article from the directory's point of view.

If you owned a popular website, would you want spammy, hype-filled sales ploys on your site, knocking your page rank down and threatening your revered "authority site" status?

Well, neither do Article Directories. That's why observing the golden rule of delivering what you promise and placing a natural, conversational tone above forcing keywords into your text is so important.

Most of the articles submitted are read by real, live editors (eventually): They want to be informed and entertained too.

Do it right, and you may find yourself quickly becoming a directory's preferred author – a feature "star" whose articles are always accepted, anticipated, and even adored.

4. Beginning. Middle. End. (Basic Structure)

Starting with a basic structure (your article "skeleton") is a good idea. A suggested format might be:

- a. A **beginning paragraph** stating what your promise is
- b. A second paragraph expanding it with unique or important details
- c. A third paragraph quoting an authority source or providing "proof" in some way
- d. A fourth paragraph giving examples or bullet points
- e. A summary paragraph **progressing to your Resource Box** as your end paragraph (which should feel like part of the article)

It doesn't really matter how many paragraphs are "in between": Just that it has a beginning, middle and an end – with the end being **your Resource Box** asking the reader to take an action (clicking through on your link).

In between, break up the text with any combination of:

- **Sub-Heads**
- **Bullet points**
- **Short numbered lists**

The longer the article, the more important it is to break up large chunks of text. Online readers “scan” – bounce their eyes down the page looking for things that catch their interest. A solid body of unbroken text feels like too much work to get through for the average online reader!

Your Resource Box

While a catchy title is the most important part of getting people to click through and read your article, your Resource Box is the most important part of your article body. It has to fulfill a highly specific function and do so in a manner that provides the only logical “next step” for your reader.

It doesn't just give your name and website link: It asks the reader to ***perform an action***. (Most articles fail because writers remember to include their name and the link, but forget the call to action... or else provide one that doesn't feel like a natural step.)

You can be quite up front about your call to action – no need to wrack your brain trying to be “original”. The more straight-forward, the better! Just try something like this...

Would you like ten easy tips for healthy eating? I've just completed my new guide.

Download it for free here: [Healthy Eating Tips for Beginners](#)

You might write seven or seventy articles on “healthy eating tips” – each one dealing with a completely different aspect of that subject... but you could ***use the same Resource Box formula in the example above*** for the end paragraph of all of these articles.

Observing Best Practices: Your Resource Box

Notice the author's name isn't even in the particular example above. That's because the Resource Boxes have a highly specific function and focus:

- They're ***all about your reader*** and his needs and desires
- They're ***not*** about you

If your reader has gobbled up your article and is eager to learn more, he really doesn't care if you've got a Ph.D. in Nutrition. He might be mildly amused to learn that you are a "certified expert", but that won't make him "click".

He just wants to learn some more tips on eating healthy!

If you've understood that and reflected it in your Resource Box call-to-action, you've mastered the most crucial part of Article Marketing.

Your Author Bio

Don't confuse the Resource Box at the end of your articles with your Author Bio (many people do). They are different.

Your Resource Box, as we just discussed, is there to:

1. End your article
2. Invite readers to click through to your website

Your Author Bio is your profile for the directory's roster. It's the proper place to **include biographical details that are relevant to your target reader**. Typically, interested readers can look your Author Bio up in the directory's author roster, where he'll be able to see your ranking and links. (Directories like Ezinearticles.com have status ranking such as "platinum" for their favorite authors).

This Author Bio will look something like this...

About Tim Sales

"After 11 years with the US Navy Underwater Bomb Squad Team, I answered an ad in the Washington Post that led me to my first and only network marketing company. Five years later my income reached \$150,000 per month with over 2,400 new distributors per month entering from 20 countries.

I retired from MLM in 1996 but concluded that the skills and knowledge I developed would be of great value to others. I also felt that the network marketing industry deserved what help I might be able to provide to increase its reach, professionalism and ethics.

Phase one was the creation of a video presentation that has now been seen by over 4 million people around the world and which establishes MLM as a professional, ethical industry. It's a DVD called Brilliant Compensation and over 500,000 copies are in circulation worldwide.

Phase two established that network marketing skills were universal and independent of the product line or business aspects. MLM skills involve how to INVITE prospects to listen, PRESENT the products or the business and gain participation and then TRAIN new members how to invite and present. This was launched with the release of the MLM training lecture set: Professional Inviter. Presenting skills and training skills will come out next.

Phase three is to create public service announcements to educate the public on the benefits of our industry. This phase started with the release of the FirstClassMLM website and the online distribution of 3 video clips that handle the most common objections in our industry.

To find out more about my MLM training tools, visit the www.FirstClassMLMTools.com website."

Notice, unlike the Resource bio at the end of the article, the Author bio is all about you.

Section Four: Where to Submit Your Articles

Now we come to the nitty-gritty: Where to submit those articles you now know how to write...

There are tens of thousand places to submit your articles. However, it doesn't make sense to spend all year trying to submit your article to each and every one, when most of them do not generate much traffic – or any following whatsoever.

Following is a list of some of the top general Article Directories, with some tips and information on each. As you will see from the screen shots, these are true “authority sites” with high page ranking, well-respected in internet culture. By all means you'll want to also submit to directories specific to your ideal market as you find them – but these ten will give you a wonderful “core” around which to build your Article Marketing campaigns.

How to Use This Section

You'll see two screenshots per Article Directory listed below. The first screenshot lets you see each directory's Alexa.com ranking at time of writing (Alexa is the definitive website-ranking analysis database.) The second screenshot shows the signup page.

DoFollow or NoFollow?

Now here's something you won't easily discover by yourself: One other piece of information you may wish to consider before writing for a specific directory... whether or not that Article Directory uses “NoFollow” links or “DoFollow”.

“DoFollow” directories are great at creating backlinks.

(Just to clarify: A backlink is a simply a link pointing to your website from another website. So, when you post your articles on directories that use "DoFollow" links, those links will count on Google towards increasing the ranking of your website. This is a

good thing and you want this to happen if you're interested in having your website show up in search engine results.)

"NoFollow" means that **Google will not count the article directory's outbound links**, so if you are submitting articles strictly for SEO purposes alone, you're wasting your time on NoFollow Article Directories. However, they should not be avoided because of this for two reasons:

1. If the article directory has a huge following, and your article gets picked up by a big site, that site may have "dofollow" links. So, you're still benefitting.
2. It's good to have a variety of links to your site. There's no reason NOT to submit to the "NoFollow" sites if they're authority sites. I wouldn't avoid them for that reason alone.

"DoFollow" means **Google will follow and rank every link** on the Article Directory site. The risk is this: Your link may be perfectly legit, but devious spammers' links aren't. Their spammy links (to things like Viagra, gambling and adult rated sites) risk bringing down the page rank of the site (and everyone submitting to it) – but you do get credit for all backlinks to your URL through the site, good or bad.

- **DoFollow** Directories are acceptable if you are concerned primarily with backlink-building and SEO.
- **NoFollow** Directories are great for building trust, reputation and qualified traffic.

Each Article Directory listed below will have either "DF" (DoFollow) beside it... or "NF" (NoFollow). It's up to you to decide if that's going to affect whether or not you want to submit material to each.

Want to Check Other Directories?

To find out for yourself if directories not listed in this guide are DoFollow or NoFollow, once you've reached the new directory's home page:

1. Right-click anywhere on the page and select "View Source" from the menu that appears. This will allow you to see the site source code (don't worry about not understanding it).
2. Hit "CTRL+F" on your keyboard (The Control key held down as you strike the "F" key)
3. Type in "nofollow"

If a NoFollow command is present, this will instantly take you to the command:

```
rel="nofollow"  
:s/feed">Comments</a>
```

Your best bet?

Send your articles to a good mix of NoFollow and DoFollow directories – especially when a NoFollow directory such as Articlesbase.com has superb page rank and Google authority status.

Top Ten Article Directories

The following sampling of ten general, high-ranking online marketing directories should get you off to a good, solid start. Later, you can find directories specific to your niche, but for now, this will take care of both creating backlinks and building your reputation while attracting pre-qualified readers. **These are directories with proven, solid results.**

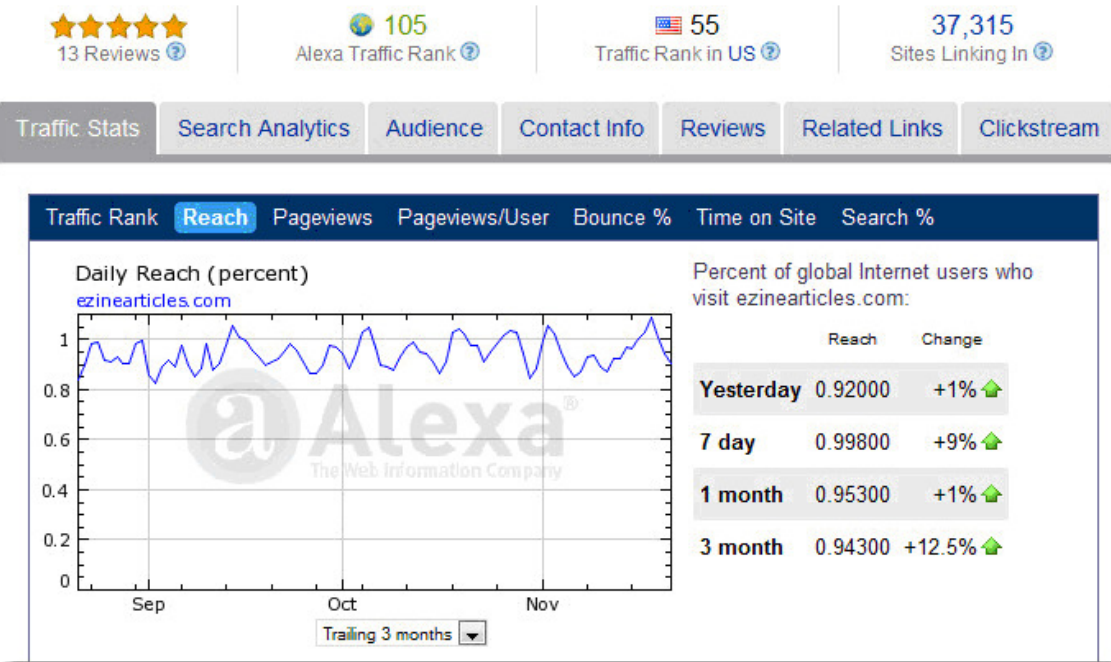
Before signing up, however, take the time to explore each directory and read several articles that appeal to you: This will help you get a feel for each site and its tone.

See which articles make you click through to the author's website link. Then study the Resource Box of that author to figure out what they said to make clicking through so irresistible!

If you're intimidated by uploading articles, I recommend signing up for all the above directories in one go (making sure you save your username and password for each site). Don't worry about uploading articles yet – just get yourself signed up, and that process won't distract you when you're finally ready to upload.

Here's a brief overview and signup page link for each of our ten directories...

1. [Ezine Articles](#) – DF (“Do Follow”)



Advantages: Ezine Articles is the definitive authority site for online marketing content –it’s the content resource website owners and people who need information turn to first. Its focus is on supplying quality content to Ezine publishers.

EzineArticles

Google Search

EzineArticles For Authors

- Submit Articles
- Members Login
- Benefits
- Expert Authors
- Read Endorsements
- Editorial guidelines
- Author TOS

For Publishers

- Terms of Service
- Ezines / Email Alerts
- Manage Subscriptions
- EzineArticles RSS

For Everyone

- Blog
- About Us
- Contact Us
- Article Writing Shop
- Advertising
- Affiliates
- Privacy Policy
- Site Map

Search EzineArticles

Search

Advanced Search

Article Production Strategies

Chris Knight's Article Production Strategies Seminar

Sign Up for a FREE EzineArticles Account

New EzineArticles.com Members Are Allowed 10 Initial Article Submissions. If Your Articles Meet Our Quality Standards, You May Qualify To Earn Platinum Status (Allows Unlimited Article Submissions)

Email Address:

Verify Email:

Password:

Six characters minimum & must contain at least one number.

Verify Password:

Your initial author name will be created from your first & last name. Additional pen names can be added after your account is created.

First Name:

Last Name:

Address1:

Address2:

[Find my location](#)

City:

State/Province:

Postal/Zip code:

Country:

Phone Number:

Fax Number: [Optional]

LEARN HOW

If your niche involves online marketing in any form, your readers will most likely look to see if you're published on Ezine Articles before they'll check to see if your articles grace any other directories – but its Alexa traffic rank alone makes it the #1 choice – a staggering 105 (you'll see the rest are in the thousands, when it comes to traffic ranking).

You can also fairly quickly become an "expert author", and rise to **platinum status** – which means no restrictions on the number of articles you submit and a high perceived value to your audience.

Disadvantages: You can expect high competition from thousands of other writers. Also Ezine Articles' editors (and software) are sticklers for having you comply stringently with the rules. However, that's a small price to pay for top-notch exposure.

2. [Articles Base](#) – NF (“No Follow”)



Advantages: The focus is on reputation building with this NoFollow Article Directory site. Content from Articlesbase is considered top-drawer quality, and much prized. It has an established reputation and is the directory for you if your target market involves college-educated females, particularly those with no children.

Article Marketing For Beginners Made Easy

Articlesbase
Free Online Articles Directory

Find more articles, type your search... Search

Why Submit Articles? Top Authors Top Articles FAQ **AB** Answers Publish Article Hello Guest | Login | Login via Facebook | Register

Home Page > Author Registration

Have a Facebook account?

Join now or sign in here.

Log in with Facebook

Login

Email:

Password:

Remember Me

Lost Password? **Login**

Sign Up Today

Name: *

Email Address (User ID): *

Password: *

Confirm Password: *

I agree to the [Terms of Use](#) and [Privacy Policy](#) *

Receive our latest news and email updates

* Required fields **Register**

Why Join?

Knowledge
Acquire new knowledge from our thousands of authors, and to share your knowledge with others.

Credibility
Increase your credibility among your readers by answering more and more questions correctly and informatively.

Reputation
Show what you know by publishing articles and answering questions. Soon your name will be the one of an expert.

Business
When you show expertise, knowledge and credibility, readers become clients and business start to flourish.

Traffic
Imagine the exposure your site or blog will get when you are an expert author on ArticlesBase.com.

Find more articles, type your search... Search

Need Help? [Contact Us](#) [FAQ](#) [Submit Articles](#) [Editorial Guidelines](#) [Blog](#)

Site Links [Recent Articles](#) [Top Authors](#) [Top Articles](#) [Find Articles](#) [Site Map](#)

Webmasters [RSS Builder](#) [RSS](#) [Link to Us](#)

Business Info [Advertising](#)

Articlesbase also doesn't remove articles, so they can stay on this top site and garner you quality traffic for years to come. (A great place to post your "evergreen" articles – topics that are always timely and aren't dependent on trends.)

Disadvantages: Their NoFollow status could be seen as a disadvantage, if you're Article Marketing strictly for backlinks and SEO purposes.

3. [Buzzle](#) – DF



Advantages: Buzzle is a “must-submit” Article Directory if your business involves current trends, as they pride themselves more as a news and information service. Their categories are well-organized and the site is clear and easy to navigate.

Buzzle.com Intelligent Life on the Web

Home World News Latest Articles Escape Hatch Topics Free eCards Endless Buzz

Categories

- Animals & Pets
- Arts & Literature
- Business & Finance
- Children & Family
- Computers & Internet
- eCommerce & Shopping
- Education & Higher Learning
- Entertainment & Media
- Food & Drink
- Government & Politics
- Health & Fitness
- History & the Human Experience
- Hobbies & Special Interest
- Home & Lifestyle
- Philosophy & Religion
- Science & Technology
- Sports & Recreation
- Travel & Tourism
- What's The Buzz?

Become An Author

Do you have a true knowledge about a particular topic? Do you have a strong passion for writing? Are you ready to become part of the Intelligent Life on the Web so you can share your passion? Apply to become a Buzzle.com author! Need to know more about becoming an author before signing up? Read our [FAQ](#).

If you are not already a Buzzle.com member, you will need to register before applying to become an author. It's quick, easy, and free!

[Become A Buzzle.com Member](#)

Buzzle.com Members

Already a Buzzle.com member? Log in below and complete the author application now!

If you've completed the author application process before and have not yet received a response from us, please log in to view status.

If you have begun your application already but have not yet submitted it, or if you need to make changes to your submitted application, please log in and submit the form again.

Please enter your username and password below.

Username

Password

[Login](#)

[Forgot your password?](#)

Frequently Asked Questions

What is a Buzzle.com Author?

Our authors are real people, just like you, who want to share their knowledge and passion with others. They are committed to bringing creative and informative content to others through their original literary works. Our authors are enthusiastic about writing and dedicated to sharing their unique voice through their original literary works.

What are the benefits of becoming a Buzzle.com Author?

Here are just a few of the many benefits of being a Buzzle.com author:

- **Share your creativity, opinions, talents and interests with people from all over the world.** You may choose from our many categories and subcategories to write about. Share your areas of interest and write as often as you'd like. It's up to you!
- **Build your literary reputation.** Writing for a well established and respected website such as Buzzle.com, gives you the portal for developing a literary reputation for yourself. As your reputation develops, your chances of acquiring work as a freelance writer or selling your work will also improve.
- **Exposure of your expertise.** Develop a name for yourself as an expert in your field. When people seek information on the Internet about your topic, they will find your name. As your name shows up again and again, you will develop a reputation as an expert in your field and may be sought out by others for your expertise.
- **Placing a face to a name.** Each Buzzle.com author is given his or her own author page. This is where you can "sell" yourself as an author. On this page, you can post your biography, your education, experience and interests. Below your author biography, readers will find all of your articles. This allows dedicated readers to bookmark your author page for your published articles.

They also regularly feature Author Profiles (with photos) – a nice added promotion benefit.

Disadvantages: This site is a stickler for original content owned by you. Also, each article must be approved by an editor – supposedly, this takes 1-2 days but sometimes more.

4. [Search Warp](#) – NF



Advantages: “Highly-optimized” pages; easy, user-friendly HTML editor – you can either edit your HTML or simply cut-and paste your content.

Searchwarp boasts “Most new authors successfully post their first article to SearchWarp.com less than two minutes after they register as an author!”

- Optional contact allowed from readers through form mail or email sign-up.
- Mobile compatible and social network optimized.

Article Marketing For Beginners Made Easy

SearchWarp™
Read. Write. Discuss.™

You are not logged in - [Log in](#) / [Sign up](#)

[Home](#) [What's Hot](#) [Featured Columnists](#) [Cool Stuff](#) [Contact](#) [Writer Login](#)

Rick Medina commented on the article "The Enemy of My Enemy Is My Friend" Font size: [A](#) [A](#) [A](#)

[Home](#) » [Register as a New Member on SearchWarp](#)

Register as a New Member on SearchWarp

Welcome to SearchWarp!

Please Note: In addition to this form, you may be required to complete a writers' application to be able to start submitting articles.

First Name: (Actual first and last name are required, no business names. Pen name can be added later.)

Last Name:

Account Email Address:

Areas of Expertise: (Optional. 50 chars. max.)

Business Name: (Optional. 50 chars. max.)

Business Link: (Optional. 50 chars. max.)

Password: (8 characters min.)

Confirm Password:

Your Time Zone:
 ▼

I have read and accepted the [Terms of Service, Article](#)

Welcome to the **SearchWarp Writers' Community**
You Write, We Promote!
Now Serving 6,376 Writers, 103,035 Articles & 7,494 Readers Online Now!

Sponsors: [Advertise](#)

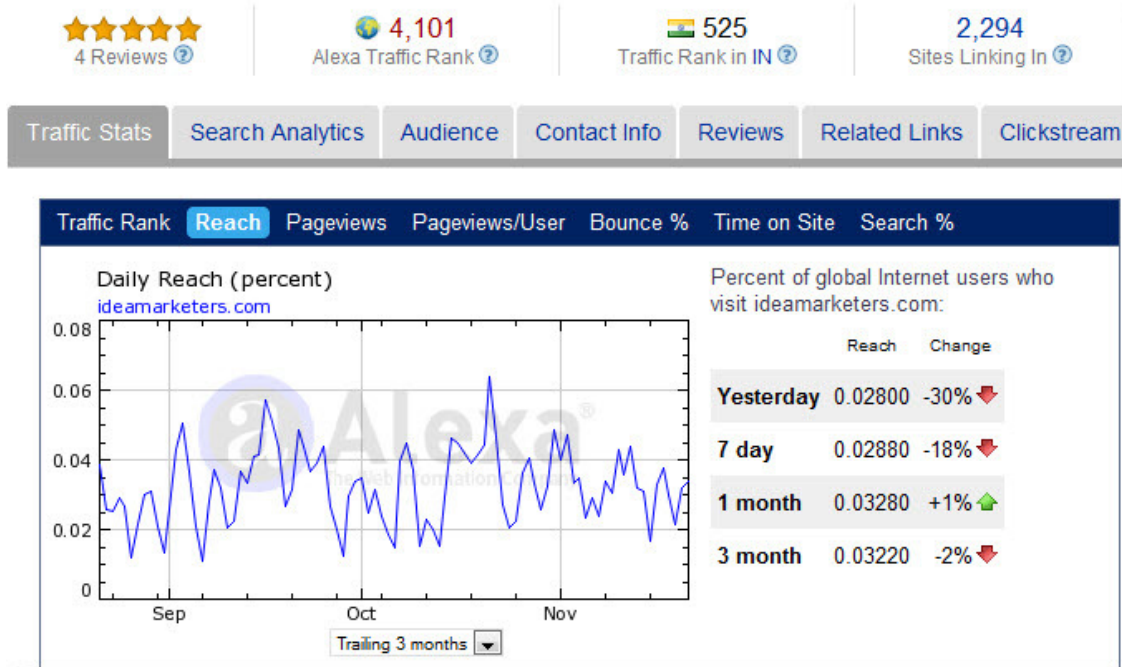
Partners:

Useful Links for Members

- [Article Submission Guidelines](#).
- [Read about SearchWarp's Zero-Tolerance SPAM policy.](#)
- [Read the Benefits of Becoming a SearchWarp.com Author.](#)
- [Writers' Library - How to write better articles.](#)
- **NEW!!!** [Article Submission API.](#)

Disadvantages: Searchwarp may place advertisements with your article.

4. [IdeaMarketers](#) – DF



Advantages: No approval process – all articles are instantly published. “G-rated” content site. Does allow extra links in articles, if these are highly relevant (but rightly points out: “Too many links doesn’t help you, anyway”).

IdeaMarketers is unique in that it **allows you to embed video or audio** in your article.

Another unique benefit to IdeaMarketers.com is that they have an upgrade program where your articles can be featured and you can get increased exposure.



Sign Up For Your Free Account

You may promote articles, press releases, books and ebooks in your account.

Select A Username: (max. 10 characters)

(No one sees this username, so make it easy to type in.)

Select A Password: (max. 8 characters)

(For your own security, we do NOT recommend that you use the same password that you use in other accounts like AOL.)

Show Email Address To Public: Yes ▾

Your Email Address: (You must have a valid email address.)

Note that if you use an AOL address you will NOT receive a welcome message, log in details or any updates from us regarding your account.

Your First Name or Handle:

Your Last Name, Initial, or Handle:

State (Use * if it's not on the list or doesn't apply):

Postal/Zip Code:

PLEASE READ

As a writer, you may only submit ORIGINAL articles written by YOU! Your employee or assistant may post for you with your permission.

Tips for filling out this form:

- Make sure your username is distinctive
- Use either IE or Firefox, not Chrome.
- Don't use script codes in any of the fields.
- Be sure to answer the security question at the bottom that has you type in the word you see.

By signing up for a free writer account, you will automatically receive our IdeaMarketers Writer Update. These emails will train you on how to make the most of our system and give you tools for building your business online.

You'll be able to unsubscribe from it at any time by following the directions at the bottom of each email.

This is a G-Rated Site If you promote sexual, hateful, or explicit material here, your account will be closed and your articles removed. So please don't bother signing up if this is your niche.

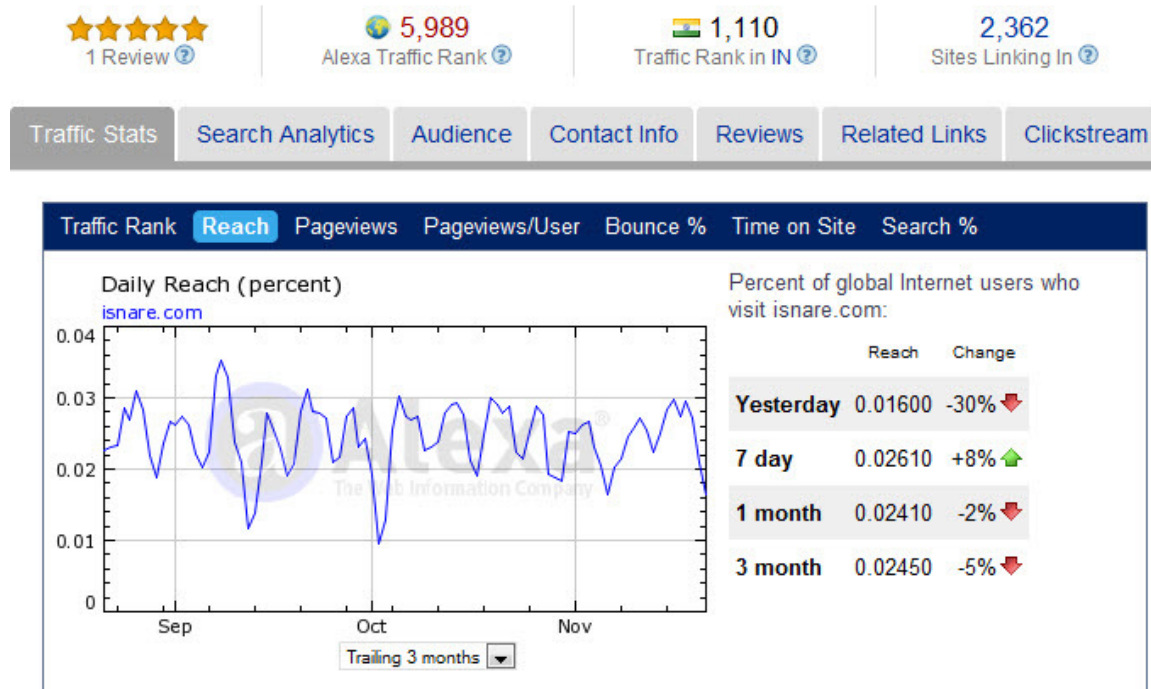
Disadvantages: Visually cluttered site.

Will sometimes "time out", if you take too long to enter your article.

Its software doesn't like Google Chrome – will sometimes "glitch" with that particular browser.

Web publishers interested in your article must "request" permission to reprint it, which, in my opinion, will reduce the number of those who actually do.

6. iSnare – DF



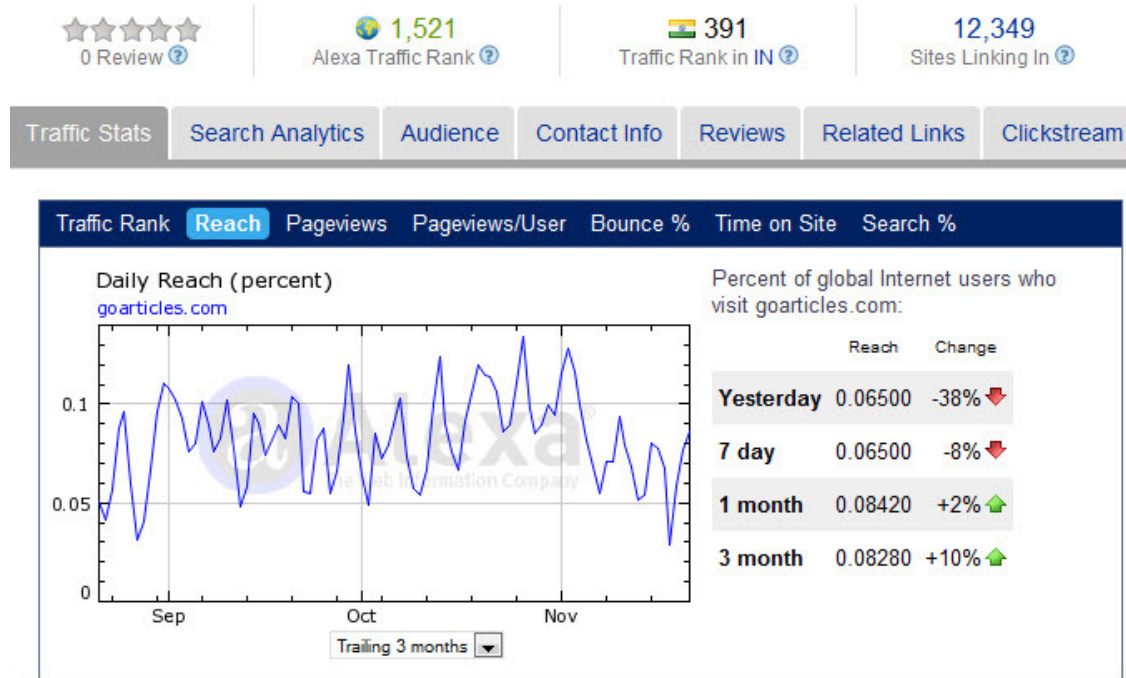
Advantages: Actually acts as an article submission service. Supports ArticleLive, ArticleDashboard and ArticleFriendly software, which content publishers often use and therefore like. You can upgrade for a modest fee to have your article blasted out to its network of sites.

Article Marketing For Beginners Made Easy

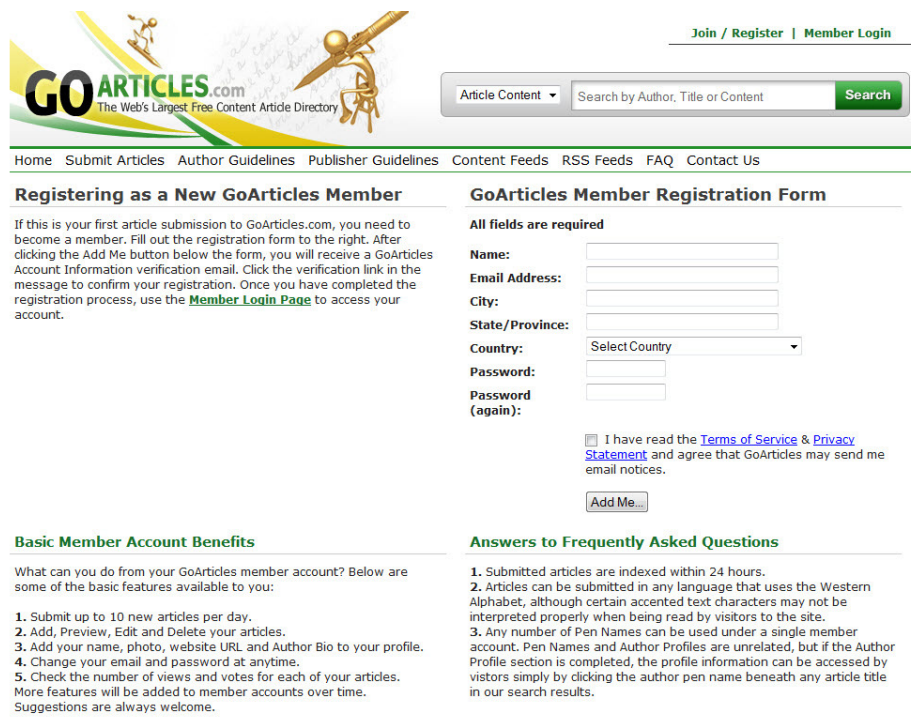
Disadvantages: Doesn't guarantee your article will stay available for view. May edit at their discretion. **Will place NoFollow links** in Resource Boxes leading to sites it considers spammy. Site can be quirky and difficult to use. It can take quite a while for free & paid submissions to be approved.

Their rules also state: *"By submitting your article to Isnare.com you agree to give us the right to edit your article and strip out promotional content (such as but not limited to: your site's links and domain) inserted in the body."*

6. [GoArticles](#) – DF



Advantages: Will allow multiple pen names. You can **submit up to 10 articles per day**. Provides tracking options (views and votes); and allows you to add an author photo.



The screenshot displays the GoArticles.com website interface. At the top, there is a navigation menu with links for 'Home', 'Submit Articles', 'Author Guidelines', 'Publisher Guidelines', 'Content Feeds', 'RSS Feeds', 'FAQ', and 'Contact Us'. A search bar is located in the top right corner, with a dropdown menu set to 'Article Content' and a 'Search' button. The main content area is divided into two columns. The left column is titled 'Registering as a New GoArticles Member' and contains a paragraph explaining the registration process, followed by a section titled 'Basic Member Account Benefits' which lists five features: submitting up to 10 new articles per day, adding, previewing, editing, and deleting articles, adding a name, photo, website URL, and author bio, changing email and password, and checking views and votes. The right column is titled 'GoArticles Member Registration Form' and contains a form with fields for Name, Email Address, City, State/Province, Country (a dropdown menu), Password, and Password (again). There is a checkbox for agreeing to the Terms of Service & Privacy Statement and an 'Add Me...' button. Below the form is a section titled 'Answers to Frequently Asked Questions' with three numbered items.

Join / Register | Member Login

Article Content Search by Author, Title or Content Search

Home Submit Articles Author Guidelines Publisher Guidelines Content Feeds RSS Feeds FAQ Contact Us

Registering as a New GoArticles Member

If this is your first article submission to GoArticles.com, you need to become a member. Fill out the registration form to the right. After clicking the Add Me button below the form, you will receive a GoArticles Account Information verification email. Click the verification link in the message to confirm your registration. Once you have completed the registration process, use the [Member Login Page](#) to access your account.

GoArticles Member Registration Form

All fields are required

Name:

Email Address:

City:

State/Province:

Country:

Password:

Password (again):

I have read the [Terms of Service & Privacy Statement](#) and agree that GoArticles may send me email notices.

Basic Member Account Benefits

What can you do from your GoArticles member account? Below are some of the basic features available to you:

1. Submit up to 10 new articles per day.
2. Add, Preview, Edit and Delete your articles.
3. Add your name, photo, website URL and Author Bio to your profile.
4. Change your email and password at anytime.
5. Check the number of views and votes for each of your articles. More features will be added to member accounts over time. Suggestions are always welcome.

Answers to Frequently Asked Questions

1. Submitted articles are indexed within 24 hours.
2. Articles can be submitted in any language that uses the Western Alphabet, although certain accented text characters may not be interpreted properly when being read by visitors to the site.
3. Any number of Pen Names can be used under a single member account. Pen Names and Author Profiles are unrelated, but if the Author Profile section is completed, the profile information can be accessed by visitors simply by clicking the author pen name beneath any article title in our search results.

Disadvantages: Articles comprised of less than 300 words are automatically rejected. Some questionable content appears on this site. It doesn't appear there is a thorough editing process, but users can flag inappropriate content for deletion.

8. [Article Alley](#) – NF



Advantages: Your own, unique author web page, as well as 24/7 access to your articles and stats. Will also submit your article to any of 6 sister sites it feels are relevant. Does allow links in article body, if relevant. Has "Most Read" article section, as well as its own Wiki.



AA Article Alley
Free content for your [website](#) or blog

Home About Article Writing Most Read Articles Authors Blog Wiki Contact

RSS Register Login

Control Panel

- New Article
- My Articles
- My Profile
- My Password
- Topics
- Log Out

Author Registration

Why become an author?

- Articles submitted to Submit articles or find free articles not only appear on this site, but across our network of sites, getting more exposure and visitors for your articles.
- Update your profile and all your article profiles get updated.
- Access to your articles and editorial status 24/7.
- Your own unique web page dedicated to you as an author linked to your articles.
- Article submitted to Article Alley are used by 1,000's of websites looking for content to use on their websites
- Become one of the 10,000's of authors using article alley each month to promote their content

Please complete all fields below to register

First Name:

Last Name:

Display Name:

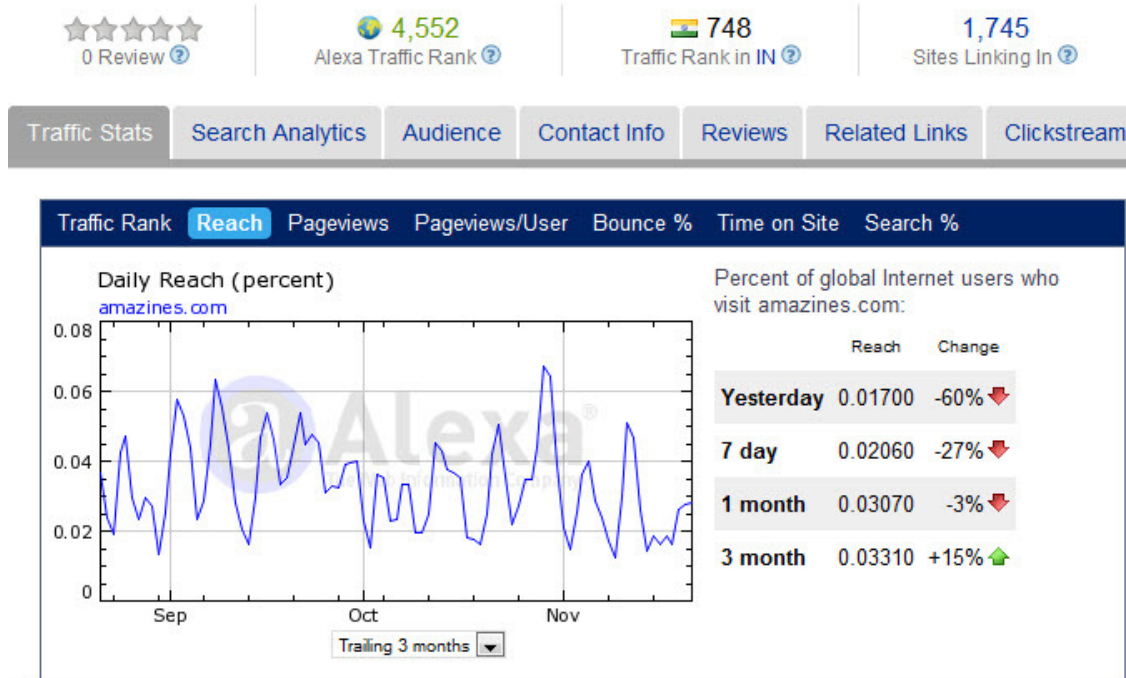
Email Address:

Password:

Confirm Password:

Disadvantages: Rigid list of restricted topics, including weapons, as well as the usual X-rated content and gambling prohibitions. This article directory is "Nofollow". They have text-link ads automatically appearing inside your article that link to outside sites. So, your article may look like you're recommending products and services that you are not.

9. [Amazines](#) – DF



Advantages: No approval process – instant publishing. Simple to use, with almost no restrictions. Free RSS feed that allows you to stream your own articles to your sites.

Has "Author Spotlight" on home page, with photos, regularly featuring multiple authors.

Free Articles & Web Content

Amazines

www.amazines.com - Wednesday, November 24, 2010

Home What's New? Submit/Manage Articles Latest Posts Top Rated Article Search Subscriptions Manage Ezines FREE WEB CONTENT

CATEGORIES

- Article Archive
- Advertising (4270)
- Advice (6456)
- Affiliate Programs (17843)
- Art and Culture (24507)
- Automotive (42246)
- Blogs (17756)
- Boating (2229)
- Books (2385)
- Buddhism (1161)
- Business (38933)
- Business News (64021)
- Business Opportunities (62352)
- Camping (3259)
- Career (26871)
- Christianity (6780)
- Collecting (2256)
- Communication (35283)
- Computers (74564)
- Construction (7989)
- Consumer (21509)
- Cooking (7707)
- Copyrighting (2081)
- Crafts (5732)
- Cuisine (2118)
- Current Affairs

REGISTER

Registering is easy! Simply complete the form below and start submitting articles right away. Its quick, its easy and its FREE!

Registration

Use Author if you are a single Author, Publisher if you submit articles for many Authors.

*Account Type: Author

*First Name: _____ *Last Name: _____

*Email Address: _____

*Password: _____ *Re-enter Password: _____

By checking this box you are agreeing to the [terms and conditions](#) of this site.

378092

Please enter the code in the image: _____

Register

Once you register, you can login and start posting articles right away. When your articles are approved, they will immediately be sent out to the thousands of article feed subscribers that load our articles on their websites in real-time. Immediate Article submission and immediate response from Amazines.com!

Author Login

Email Address: _____

Password: _____

Login

[Forgot your password?](#)
[Register for Author Account](#)

Advertiser Login

ADVERTISE HERE NOW!

Limited Time \$60 Offer!

World News

Most Recent Articles about World News

Egypt's Muslim Brotherhood Finds Going Hard in Race for Parliament

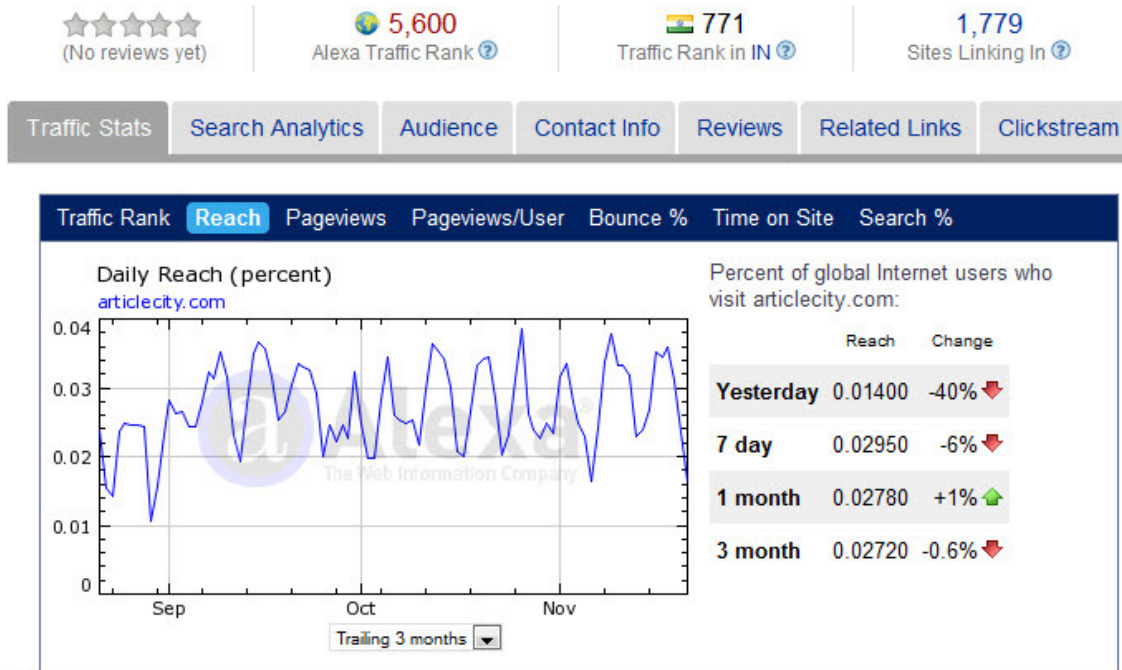
US Calls North Korean Artillery Strike Armistice Violation

1 Killed, Dozens Arrested as Egypt Christians Protest

Massive Indian Luxury Car Buy Attracts Attention

Disadvantages: Your work can get lost in the plethora of categories, competition, and advertisements on this site.

10. [Article City](#) – DF



Advantages: One of the oldest, most established Article Directories (it's been going for almost a decade).

Allows you to submit articles in bulk.

articlecity
Free Articles For Reprint

CONGRATULATIONS! Click Here Now to Contact the Rewards Department!
Click Here Now to Claim Your Reward!

CATEGORIES

- Auto & Trucks
- Business & Finance
- Computers & Internet
- Education
- Environment and Going Green
- Family
- Food & Drink
- Gadgets and Gizmos
- Health
- Hobbies
- Home Improvement
- Humor
- Kids & Teens
- Legal
- Marketing
- Men
- Music and Movies
- Online Business
- Parenting
- Pets and Animals
- Politics and Government
- Recreation & Sports
- Relationships
- Religion and Faith
- Self Improvement
- Site Promotion
- Travel & Leisure

Please DO NOT use the form below for submitting PRESS RELEASES.
Click here if you want to submit a PRESS RELEASE.

Submit An Article

Submit your article to **ArticleCity.com** by filling up the form below. Please include a brief bio of yourself that highlights your field of expertise, experience, company name (if any), web site address and your e-mail address. These info will be used for the "About The Author" box. Please also take time to read the **Author's Agreement** before submitting your article.

Author's Full Name:

Note: Articles with incomplete author names (ex: James B.) may not get published.

Author's E-mail Address: (will not be published)

Article Title:

Place this Article under what Category?
Choose One

WeightWatchers.ca
BECAUSE IT WORKS.

you're less likely to give up.

Disadvantages: Annoying flashing banners. Does not allow HTML code. Only allows you to enter your main domain URL. ArticleCity.com reserves the right to modify your content "at any time". Requires disclosure of any "pecuniary interest" in the subject you're writing about.

Some Common Article Directory Author Mistakes to Avoid

There are some standard factors you need to be aware of, before submitting anything to an Article Directory.

1. **Using "article rewriter" software:** Many people attempt to get around the need for original content by having rewriter software produce multiple versions of a single, original article. Most of their results are easily spotted by the real-live editors many Article Directories employ.
2. **Not reading the guidelines:** Each Article Directory is different. Don't assume that if something is permitted on one directory, it's permitted on all. Check.
3. **Rushing through Resource Box creation:** This is the most important part of your article – it's your call-to-action as well as the irresistible motive your reader needs to click through! Take time over it. Test it.
4. **Not tracking results:** Many directories do provide ways for tracking your article results but the best method is by tweaking the pages your article drives readers to – one component at a time. Are you losing people after only a second or two when they click through? Change your Squeeze Page headline. Change a word in your headline. And don't change anything else until you've seen whether or not it's affected your results.
5. **Not planning your Article Marketing campaigns:** It's like anything else about your business – you need to plan your articles and keep track of how many you've sent; where to; and where your traffic is coming from to get the best results.
6. **Keyword stuffing:** Don't do it. Remember the Golden Rule – any keyword use should feel totally natural. And in this decade, placing your keyword only in your opening sentence is often the safest policy.

Alternatives for Submitting Manually

Yes, it can be quite time-consuming to submit articles one-at-a-time to multiple directories regularly. If you plan your campaigns, however, your article submissions will become habitual. Not only will that cut down the time it takes to submit – but you'll be

doing it practically on autopilot, thoroughly familiar with each directory. It will genuinely become much easier than when you first started out.

But you're not stuck with doing it yourself, if you've got better uses for your time. You have two other options:

1. ***Outsourcing.*** Hire a VA (Virtual Assistant) to do your directory submissions for you. Not only will she do it much more quickly (if you pick a VA that specializes in article submission) but she'll leave you free to make the most of your other money-making skills.

Many VA's have package deals – but even if your Article Marketing efforts are too sporadic for that, you can set your budget and suit your article submission via her services to fit, with no commitment on your part.

2. ***Article Submission Software.*** Some Article Directory sites (such as Article City) have their own software that allows you to submit articles in batches, rather than one at a time. You can also pay an online article submission service. Some are free and some are paid, such as with iSnare.com. However, most top marketers agree that concentrating on smaller submissions to quality sites or having a real, live VA do the submissions for you is the most effective way to go.

F. A. Q.

Q: How many articles should I write?

A: There is no set rule. Some experts swear by writing 5-10 and submitting these to just one or two carefully selected sites before moving on to repeat the process with another. Others like to blitz multiple sites with only 1 or 2 articles. (The first method seems to work best when you're going for quality lead generation and reputation-building: The latter, with strict SEO.)

Whatever you decide, however, do it **regularly** and **consistently** – even if it's only two articles per week!

Q: How often should I write them?

A: Again, there's no set rule... but I'll repeat, consistency is your key. Do try to submit an absolute minimum of 2 articles per week. Other people report better results with 1 per week to a few favorite directories.

It's also important to ask yourself some questions first:

- What's my purpose in publishing articles?
- What is my short-term goal? My long-term goal?
- Is being a writer part of my business persona?
- How natural is it for me to write?
- Is this the best media for me to use in connecting with my ideal customer?

For example, if you're a copywriter, becoming known for your writing is almost mandatory (unless your clients keep you so busy, you don't have time to write for yourself!) Writing articles for directories is a natural way to showcase your skills. If you make videos for a living, however, you'll still want to write about the subject – but you might also want to focus your efforts on video creation for Article Directories that allow embedded video.

Creating a plan for:

- (a)** Your overall business goal
- (b)** Each campaign

will help you decide more accurately how much time you have at your disposal to devote to Article Marketing – or how much of a budget you have for outsourcing to ghostwriters and/or virtual assistants.

Q: When can I stop?

A: Once your reputation (and income) are where you want them to be, you can certainly slow way down – but as long as you're in online business, you will also want to let your subscribers and readers know you're **keeping on top of current trends** and moving with the times. If you stop writing, you send up a clear signal that you're not one of the front-runners.

What you can do, once you become successful by your definition, is outsource more completely. (Just remember that all ghostwritten content should be work-for-hire, with you as the licensed copyright owner. Get a licensing agreement in place so that you are the legal copyright holder.)

Article Marketing for directories is truly more of an art form than a science, blending intuition, research skills, market knowledge and personality to your perfect results... but following these basic tips and techniques, and submitting to these ten top Article Directories will help start you off like a pro.

Happy Article Marketing!