

Article Marketing: A Beginner's Guide

Steve Shaw, Article Marketing Expert

With Article Marketing you write articles on the topic of your niche and submit them to online publishers such as article directories, ezine editors, and article announcement lists. Along with each article you include a resource box, which is basically a short author bio that includes a link back to your website.

This resource box is the key to everything—this is the one spot where you can talk about yourself and your website and provide a link to your website. Every time your article is re-published, your article gains exposure and you gain a backlink to your website.

An increase in backlinks can elevate your Google ranking, and a higher ranking can dramatically increase the traffic your website receives over the long term.

WHY DO PEOPLE DO IT?

Website owners want and need visitors to their websites, and article marketing delivers. You can receive visitors directly from the articles and also from search engines.

Additionally, an article marketing campaign does a great job of establishing an author as an expert in his field, and also bringing publicity for a business or website.

Through the article, the author has the chance to teach his target readers valuable information, which can build customer confidence and increase the likelihood of making a sale.

WHAT ARE THE PERKS OF ARTICLE MARKETING?

Article marketing is perhaps the most popular marketing tool for the average website owner for two simple reasons:

- 1) It's easy (anyone can do it).
- 2) It works.

Every business owner nowadays needs a website, but very few business owners have the time and technical know-how to learn the ins and outs of search engine optimization (SEO).

In fact, the average website owner probably doesn't care about the technical reasons behind how search engines work—all they want is targeted leads coming to their website.

Article marketing makes everything very simple:

- => Just write articles on the topic of your niche.**
- => Write a resource box and include a link back to your website.**
- => Submit the articles.**
- => Repeat this process every month.**

And you're all set—you are doing search engine optimization for your website, whether you realize it or not!

You're just doing what you already know how to do—writing. In fact, even if you don't consider yourself to be a great writer you can still construct a decent article and reap the rewards of article marketing.

WHAT ARE THE CHALLENGES?

By far the biggest challenge of article marketing is being consistent in your article submissions. For best results, you will submit articles each month over the lifetime of your website. I recommend submitting 8 per month.

The second biggest challenge is coming up with a steady stream of topics to write about. Some people have an easier time with this than others, but it can be done.

The third biggest challenge is being patient—as with any tool designed to increase search engine ranking, it will likely take several months before you start to see an impact from your efforts. Search engines re-evaluate rankings every 3-4 months, so in the first few months you will likely not see much of a change. Be patient though, and your discipline will pay off.

IT'S EASY TO GET STARTED

If you are new to website marketing, I encourage you to get your feet wet with Article Marketing. Many website owners use Article Marketing as their primary marketing tool and see excellent results. So why not start writing your first article today?

Magnify the impact of your articles by submitting to more publishers. You'll also build more backlinks and get more traffic to your website. Steve Shaw created the web's first ever 100% automated article submitter, [SubmitYOURArticle.com](http://www.SubmitYOURArticle.com), which distributes your articles to hundreds of targeted publishers with the click of a button.

**For more information go to=> <http://www.SubmitYOURArticle.com>
Source: <http://www.submityourarticle.com>
Permalink: <http://www.submityourarticle.com/a.php?a=60979>**