

TOP 10 REASONS

...To Use Article Marketing

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Start Small, Outsource As You Grow

One of the benefits of Article Marketing is that it is not very difficult. You can get started on your own writing articles for your own site and publishing them through the free article directories such as EzineArticles.com and GoArticles.com. Just like anything in life, however, you will find that in order to truly reap the rewards you have to take massive action. And that means doing a lot of articles on a lot of keywords and distributing them to hundreds of websites and blogs – that’s where the professionals at ArticlesOnTap.com come in.

But the beauty of Article Marketing, or “bum marketing” as it is also called, is that it truly can be done on a budget and a small scale to get started. Then you can begin to invest your profits into expanding much more rapidly by having someone else do all of the “heavy lifting” for you. Combine outsourced article writing with automatic and scheduled article submission with advanced unique content techniques such as content “spinning” and you have the recipe for profits on autopilot – every Internet Marketer’s dream. In fact, we have several clients who do just that, many who spend a couple of thousand dollars a month just in content creation for all of their autopilot profit mini-sites.

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Become a Subject Matter Expert In Your Niche

By effectively using your status as an ‘author’ you can brand both yourself and/or your product and differentiate yourself from the crowd. You can use a pen name (or several if you like, perhaps one for each niche market) or you can choose to use your own name.

One of the most common methods for doing this is via EzineArticles.com ‘expert’ author status. By submitting your articles under your name on EzineArticles.com you can, over time, make yourself stand out from the crowd with a byline like “EzineArticles.com Expert Author, Paul Smith” which will extend more credibility to your work.

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Soft Sell By Providing Educational Information

If you are trying to sell something, it is much more effective to give people information about what they are looking for before presenting an offer. If your information is good, you will have a better chance of people buying from you. In fact, this technique is commonly referred to as a “soft sale”. The approach is very simple and is used offline all of the time.

If you go the supermarket you will most likely pass by the magazine aisle. You may not even be looking to buy a magazine, but perhaps you stop to just “glance” at the titles (just like you “glance” at the titles of those articles coming in via RSS feeds online). Then something grabs you and you pick up the article to check it out later at home. After you get home and unload the groceries, you grab an iced tea and sit down to relax for a minute and check out that magazine you bought. Typically you will go to the primary article that first caught your attention. And, after reading it, if it was a good, well-written article that spoke to you, you will be very likely to follow up on any recommendations or suggestions provided in

that article. For example, it is not at all uncommon for the author of the article to have a plug at the end of his article for his latest book on the subject of the article. This exact same technique is what Article Marketing is all about – soft selling through providing good quality content and educating first.

Using this technique you can dramatically improve the chances that the visitors to your site will become purchasers rather than just “visitors” – and, that, after all, is our real objective. A visitor that comes from an article referral is about 3 to 4 times more likely to purchase from you than a casual browser because he or she has already pre-sold themselves on your product before even coming to your site and in their mind your opinion is already valued as “expert” advice.



Google Loves Article Directories Like EzineArticles.com

Did you know that just by researching the keywords properly and properly constructing your article title, a well written article published to EzineArticles.com could make page #1 in Google in a matter of days? Sounds pretty crazy and it is not the norm, and yes the key is in the keyword research and title selection, but it is very, very feasible. Google is in love with EzineArticles.com – a fact mostly attributed to its high PageRank value, and stringent article regulations. So, even if you can't get your site to page #1 quickly, you could get an article up there that is driving referral traffic to your site.

EzineArticles.com is just one of many, many article directories that you can submit to which carry strong PageRank and can help promote your site as well as generate traffic (and provide backlinks). One of the other big factors that comes into play when you use a large article directory like EzineArticles.com is that other people pick up those articles for publication to their site as well, giving you even more “traffic feeders” for your site.



Articles Get Picked Up By RSS & Syndication

When you publish an article to one of the article directories that's not where your efforts end. Those article directories have syndication and publication agreements with various other sites as well as RSS feeds that are syndicated also. Thus your published article will be released to numerous other sites creating more “feeders” back to your site and generating even more backlinks to your site as well.

This can be a very powerful way of even further growing your article distribution efforts. Keep in mind, this doesn't just happen at one article directory, but all of them. So, the more you publish to, the more are working for you silently creating more and more “feeders” and backlinks for your website. Combine this with one of ArticleOnTap's numerous publication options – such as content spinning – and you will be multiplying your efforts several times over.



Easily Transform Your Dry Article Into A Living Video

It's no secret that Google and the other search engines love videos from YouTube and other video services. You frequently see videos on the top page of most search results and often times you will see multiple entries on that first page held by videos. What you may not know is that not only can they get page #1 rankings, but videos can get there very, very quickly – sometimes in a matter of hours.

Google and the other search engines give high priority to live, rich content like videos and so using them to promote your business is very smart. However, creating a video can be time consuming and costly – especially if you do not have the expertise or the necessary equipment. But, what if there were a way to almost completely automate the entire video creation and even video distribution process? In fact, there is – it is a product called Audio Video Robot. It will take a pre-written article and generate a slide show (similar to a PowerPoint display) from the text of the article and then convert the text into audio using one of several different voice styles you can select. Then, at the click of a button, it will upload and publish your finished article to 22 different video distribution sites. It could not get any simpler than this.

So, now not only do you have the backlinks coming in from your article, but you can convert that article quickly and easily into a video as well and mass distribute it to more than twenty sites at the push of a button. It is very easy to have a video created in less than five minutes time as 98% of the entire process is automated. You merely select a few options in the menu driven wizard and publish away – that's it.



Use Articles to Create Web 2.0 Feeder Sites

When it comes to content, yes Google loves video, but the next best thing is all of the social media site content – Squidoo Lenses, Hubpages, Wordpress.com, etc... These social media sites get very good treatment in the SERPs (Search Engine Results Pages) because they are very frequently updated, highly relevant and garner high click through rates. The end result is that Google tends to rank them very highly and you can use that to your benefit.

Most of these sites allow you to very quickly and easily create a mini-site with just a few minutes of effort. You can take a few of your keyword rich articles and slap it on a Squidoo Lens, for example, and title that lens in a manner related to your keyword that you are targeting and “boom” you've just created yet another “feeder” site to drive traffic to your main website. Now just wash, rinse and repeat across a dozen or so more social media sites and you have your very own mini network of traffic driving feeder sites.



Leverage Your Work With Article Spinning

To really ramp up your Article Marketing efforts into high gear, look at “spinning” your articles into multiple unique versions that are distributed through an advanced network of

sites through an article submission tool such as MAN or UAW. Both MAN and UAW take a slightly different approach to the spinning solution, but both are highly recommended and we can create custom “spun” articles in either format per your request. For a small additional fee, we can even publish them for you.

Article “spinning” is an art and few products get it right. That’s why at ArticlesOnTap.com we only recommend these two products. There are dozens of competitors out there for article spinning and submission, however, many of them are garbage and will do you more harm than good. Through our years of experience in Article Marketing as well as our partnership with OnTapSEO.com, we have used virtually every article spinning and submission software known to man.

Most article spinning software programs use simple synonym lookup tables and such to create meaningless content that is not “readable”. Their theory is that it doesn’t really matter because you’re just using the articles to get backlinks anyway. The problem is, if you write lousy content, NO ONE will publish it on their site and you won’t get any backlinks at all! Automatic spinning software does not work- it simply does not deliver the quality necessary. However, the two products we recommend combine the best of both worlds – spinning technology to generate hundreds of unique versions of the same article as well as manually written content that is logical and readable because you control the spinning process. If you would like to purchase a single “test article” in this “spun” format, [click here](#) and we will show you just how effective they can be. A single article can generate a hundred or more backlinks over a 30 to 45 day period.



Write Once, Reap The Benefits Forever

This is one of the single biggest benefits of article marketing – the longevity of it. Once you have created your article and published it, it will be out there on the Internet giving you backlinks and traffic forever. It will continue to get picked up by RSS feeds and syndicated from article directories and republished in eZines and Newsletters – all of these efforts will continue to benefit you for years.

This benefit cannot be overstated. Many people have a very short-sighted vision that limits them to thinking about the immediate payoff, but with proper Article Marketing techniques you can have a long term payoff that far exceeds the short-term benefits of other advertising routes such as PPC (Pay Per Click). Let’s assume that you publish a spun article via one of our distribution services and that it gets you 75 links in that first month and let’s assume that it generates 25 visitors to your site that first month. Well, those links are permanent and will continue to slowly grow. Likewise, the traffic from them will hold fairly consistent as well over time. So those 25 visitors might still be 15 visitors a month a year from now coming to your site from that one article. The cost of acquisition for those visitors just keeps going down and down as your article creation and publication expense was a one-time, fixed expense yet you are reaping benefits for months out. Contrast that with very expensive PPC wherein you only get one chance (one click) for that payment and that’s that. Article Marketing is not only highly effective but very cost effective as well when you consider the long-term ramifications.

And the #1 Reason is....



Most Cost Effective Method of Getting Killer Backlinks

We all know that backlinks rule in terms of SERPs (Search Engine Results Pages) domination. If you want to be on page #1, you better have a lot of incoming backlinks.

Now there are lots of ways of getting back links, but the most desired backlinks are those that target specific anchor text (keywords) and are in related niches to your site. Article marketing solves both of those needs – relevancy and specificity.

With Article Marketing, you can target the exact keywords you are trying to rank for by creating links in the body of the article using those keywords as the “anchor text” for the link. (For those of you who don’t know, the anchor text is the text that is highlighted and usually underlined and forms the link that you click on. The most common, though useless, example that you frequently see is, “For a full explanation of xyz, please [click here](#).” The correct way to use anchor text within your article to your advantage is to use the exact keyword phrase you are targeting as the anchor text. For example, “For a further explanation of [basic article marketing](#) concepts, please check out this free report.”)

Article marketing is cheap and lasts forever. PPC is expensive, and once you stop paying you stop getting traffic. A well placed and well written article can bring you free traffic for years to come. If you are wise in your methods and choices of article distribution, you can generate dozens of unique versions of your article that will get picked up across hundreds of sites.

Also, since Article Marketing is so effective for creating highly relevant and targeted backlinks, it becomes a very effective form of easy SEO (Search Engine Optimization) for your site. SEO can be daunting and confusing for the beginner, but applying simple Article Marketing principals can achieve great strides in basic offsite SEO for your website.

The last portion of this major SEO benefit of Article Marketing is “controlled” backlink growth. The software that use for distributing articles will allow you to do all of the work now and set a publication schedule so that your articles are trickled out over the next few weeks so that you get a slow and steady growth of incoming backlinks. The search engines don’t like to see huge amounts of backlinks come in all at once and then drop off to nothing. You are much better off by scheduling these links over time, but this normally means a lot of manual work. With our automated submission software, you can do all of the work now and have it set on autopilot to release them over time.

...About the Author, Troy Broussard

I am an experienced article writer, Internet Marketer and SEO Consultant. I'm a full time Internet entrepreneur - that's the best way I can describe myself. I make my home in Sao Paulo, Brazil, though I am American (a California native) and still maintain a home in Bandon, Oregon as well. You can find me online at his blog, TroyBroussard.com or my company site, ArticlesOnTap.com.

My background is varied - from Nuclear Engineering onboard submarines in the US Navy (the now retired SSN-669 USS Seahorse), to an Executive Director of Technology at Encyclopædia Britannica and varied other "careers" along the way including a licensed contractor specializing in cabinetry and even have a few residential sub-divisions under my belt as a land developer jointly with my two brothers. My core has always been around Technology, however, and that is where I now focus my time and concentrate my business efforts.

My hobbies include digital photography, Photoshop and digital HD video work. I am also a former piano player (helps with the long hours at the keyboard) and an instrument rated private pilot. My true joys, however are my family - my lovely wife and best friend, Edina, and my two children - my inspiration - Julia and Thales.

I have experience and specialization in Onsite SEO and redesigning a site to be optimized for SEO as well as offsite linkbuilding campaigns. I maintain several long term clients - most have been with me for over a year - and am pretty booked up, but drop me a line and depending upon the scope of your project and my availability I'll see what I can do. SEO rates are quoted on a job-by-job basis. If you are looking for standard services, please see one of my company websites:

<http://ArticlesOnTap.com>

<http://OnTapSEO.com>

If you are interested in reviews of some of my preferred tools and "tricks of the trade" you can find them here:

<http://ArticleSubmissionReview.com>

To your success!

A handwritten signature in black ink, appearing to read 'Troy', with a large, sweeping flourish on the left side.

Troy Broussard