Insider Report

Article Marketing To Millions: How to Build an Article Marketing Empire!

Article marketing is one of the easiest and fastest ways to drive customers to your site at an extremely low budget.

Article marketing is the process of writing and publishing online articles with the aim of increasing the credibility of your business, by positioning you as an expert in your field, as well as improving its search engine visibility.

As with any other advertising campaign, if you choose to use this approach it is essential to have a good marketing strategy in place.

You need to take into account your objectives in using articles to market your business, decide who will actually write the articles, develop an effective resource box to distribute your information and plan where to place the articles once they are written.

In this guide we are going to show you exactly how every step of the way.

Step 1: Getting In the Mindset

When you write articles you need to have plenty of knowledge in the field you are writing about. Every article you write will be informative with lots of embedded keywords.

We will talk about keywords in just a second. At the minimum every article needs to be 500+ words and INFORMATIVE. I can't stress how important being INFORMATIVE is. In any article you write, you cannot promote a product in your article or it will be rejected by the article directories.

Find a niche topic about which to write. If you already have a niche web site, write on related topics. One thing that is important is writing articles that pertain to the needs and desires of people who buy from you, not just the people who read your web site.

You should be targeting your buyers, specifically, and drawing new buyers to your website. Write a title that is keyword optimized and accurately reflects the content of the article. Use your keyword first in the article, and then tell the reader what they are going to learn in your article.

Below are the steps you need to follow in order to generate lots of traffic and profits from your site.

For training purposes we are going to use a large niche, the Forex Market, to show you the steps that you would do when writing Forex articles.

Forex trading is foreign currency trading for those of you that do not know much about this niche. It is a HUGE market with lots of competition. It doesn't matter how much competition they have, the tricks I am about to tell you will set you apart from any competition.

Step 2: Understanding Keyword Research

The first thing you need to do is go to http://www.digitalpoint.com/tools/suggestion/ .

This is a 100% free tool that you will be using over and over again. You may want to make the above URL a favorite as you're going to be using it for a very long time! We need to find the keywords we will be using for our articles before we get started.

Some keyword phrases to type in this tool are Forex, forex trading, forex investing.

To find out the best phrase just do a simple Google search and it will show you some phrases. When I did it I see forex trading, forex, forex currency, forex investing, etc…We will start with typing in forex.

The results will show the average amount of times someone searches for a particular word in a search engine a day.

Wordtracker	
Check out what else Wordtracker can do for you.	
forex	1,024.0 /day
forex trading	574.0 /day
forex trading online	236.0 /day
forex trading software	221.0 /day
software forex	159.0 /day
forex robots	139.0 /day
forex trading easy	132.0 /day
forex signals	114.0 /day
learn forex	93.0 /day
forex news	83.0 /day
forex robot reviews	79.0 /day
forex robot	73.0 /day
forex training	64.0 /day
forex chart	62.0 /day
learn forex trading	59.0 /day

As you can see forex is searched **1024.00 times** a day on average. When we searched forex, not only did we get the forex, but a bunch of keywords underneath it ranging from 1024.00 times a day searched all the way down to around 59 times a day searched.

Since forex is such a large market with many competitors the best advice I can tell you is to focus on keywords between 700-30 times a day. This will be your money making range with far less competition.

You want to embed as many keywords as you can from forex trading (574.0 times a day) all the way down to learn forex trading (59.0 times a day) in your articles. The words below and above this range are good, but you may only want to use them once or twice when you write articles.

The words searched between the 700-30 range you want to use at least 5 times in many different articles to generate content on the internet. You can rinse and repeat these steps for a new phrase.

You always want to target the words searched in the 700-30 range for best results especially in a HUGE competitive market.

Now once we have our keywords, I like to copy and paste them into a WordPad document for easy copy and pastes into our articles.

This is great because there is no chance of you misspelling your keyword or using it in the wrong phrase.

Step 3: The Article Writing and Submission Begins

Now that you have your keywords you are ready to begin your article. You want to start it out with a Title embedded with a keyword.

If you are writing an article in a niche that you are unfamiliar with I recommend getting Instant Article Wizard as it's a very good program that will show you exactly how to write an article on any subject in 15 minutes or less.

You can get this product for a discount by going to this link…

We are going to use Forex global trading. Your title will look something like this:

Forex Signal Trading - What Should I Be Looking For?

If we look at our keyword suggestion tool forex news is searched 83 times a day. This is perfect for our competition and niche. It falls in between 700-30 search per day.

Once you have the title down, it is easy sailing from here. You need to write an informative article inserting 4-6 keywords per article.

Here is an example of an article that was recently published on Ezine Articles.

Forex Signal Trading - What Should I Be Looking For?

Forex offers many support services for its traders, including Forex signal trading. Either Forex brokers or independent analysts monitor and analyze the market. Signal trading includes identifying trends. They identify these trends in the Forex market by using many varied and subtle indicators. These indicators are used in Forex signal trading to help indicate to traders a good time to buy or sell, though these Forex brokers and analysts do charge a fee for their services. But having the option of using signal trading can make the difference between no profits and huge ones.

A lot of times in Forex signal trade they only monitor the most popular currencies. These include pairs such as EUR/USD, USD/JPY, GBP/USD and USD/CHF. Though if you are interested you may find Forex signal services for the less common currencies and pairs. These however may charge a higher fee for their services.

There are some individual services included in Forex signal trading that are generally offered. A lot of basic subscriptions to these services will email alerts for the best times to buy and sell. A little bit higher level of subscription though will alert you about these via cell phone or pager. Some levels of subscription for Forex signal trade will provide the subscriber with live charts, in order for the trader to make their own decisions if they

so choose to do so. Usually the minimum subscription fee is one hundred dollars a month, with charges only going up from there.

There is however a warning about signal trade being used alone, without any other indicators, especially if you are only looking at indicators over a short period of time. This approach has been shown not to be the best one in making good profits. Instead when using this service you should use it in combination with other indicators. Even as an extra indicator to verify or compare against other indicators, Forex signal trade can work well in these situations. Of course you should also ask for a history of their data. This can help indicate their successes and any failures they may have had in predicting good buy and sell times, showing you which service is the best option for you. Or even if this service would be a good choice for you at all.

Of course a lot of the reasons that people choose to use a signal trading service or not is because it saves them the trouble of having to analyze trends on their own. Once again, you shouldn't use these services on their own, without other indicators. You should also make sure you tread very carefully until you are sure you can trust the company you are working with sufficiently. In the meantime, use other indicators, trust yourself and listen to the grapevine. Whether using the Forex market or another one, using any signal trade company or the Forex signal trading company in particular, in the end it is up to you how and when you decide to use them.

Now as you can see from this article, there is probably around 4-6 keywords from my keyword suggestion tool used. Every article you write must have the following:

1. **500 + words**

2. **AT LEAST 4-6 Keywords per article**

3. **INFORMATIVE**

If your article matches these 3 things than it will net lots of views and traffic to your site which will lead to tons of sales. Now that you have your article, there was a purpose of writing 500+ words and informative.

We will be submitting these articles to many different article directories that only allow articles with 500+ words. The best article directory by far is www.isnare.com with submissions as low as $.70 per submission and also EzineArticles which can be found at www.EzineArticles.com

When your article gets published in Ezine it will look like this:

Forex Signal Trading - What Shoud I Be Looking For?

By Mike Singh

Article Word Count: 506 [View Summary] Comments (0)

Ads by Google

Make $2 Million In Forex
Forex Robot Earns More Money Than The Worlds 15 Best Traders Combined
www.TheForexLetter.com

+2307% in 1 Month Trading
569 Competitors - Only 6 Champions. Get Exact Systems they used Now !
www.forex-trading-software.ws/top

Forex: 100 pips daily
High success with 14 pip stops. See how accounts double - day trading
forextradersupportservices.com

Forex offers many support services for its traders, including Forex signal trading. Either Forex brokers or independent analysts monitor and analyze the market. Signal trading includes identifying trends. They identify these trends in the Forex market by using many varied and subtle indicators. These indicators are used in Forex signal trading to help indicate to traders a good time to buy or sell, though these Forex brokers and analysts do charge a fee for their services. But having the option of using signal trading can make the difference between no profits and huge ones.

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Now the trick when you publish these articles is in the about the author section where it's your brief turn to advertise you need to make keywords your links to your site!

This is a trick that will score you much higher rankings and increase your views a day. Let's take a look at the about the author section when this article got published.

Check out http://www.forex-made-ez.com/ for more articles on forex directory and forex currency trading system.

Article Source: http://EzineArticles.com/?expert=Mike_Singh

All those hyperlinks go directly to the author's site, which lead to tons of sales. **Forex currency trading system** is a keyword from our free keyword suggestion tool which the author made a Hyperlink to their site.

This is a trick which you must do for every article you submit. Once you submit your article to **ezinearticles.com,** there are many other directories you will be submitting your articles to.

These directories include the following:

1. EzineArticles

2. GoArticles

3. WebProNews

4. ArticleDashboard

5. SearchWarp

6. PubsACS

7. ArticleBase

8. Isnare

9. Buzzle

10. ArticleCity

11. IdeaMarketers

12. Site Reference

13. Article Alley

14. Web Source

15. Amazines

16. Submit Your Article

17. TheWhir

18. Excellent Guide

19. Directory Gold

20. Articles Factory

21. SelfGrowth

These are the 21 BEST article directories to submit your articles to starting with EzineArticles and ending with SelfGrowth.

You can click on the corresponding links and sign up for a free account.

Also, for the suggestion tool you need to use different phrases and get all keywords that get searched between 700-30 times for all possible combinations of forex which includes investing keywords.

Writing articles is the least inexpensive way to driving traffic and sales to your site! If you didn't understand the value of articles, you understand now.

Remember the keywords searched 700-30 times a day range is your best bet to making millions with article marketing. Keywords searched per day higher than 700 have a lot of competition, so your best bet is to stick in the 700-30 times a day range.

To really learn how to get the most article traffic possible we recommend getting Super Article Traffic as it's an extremely advanced article marketing guide that shows you how to get the most out of every single article. You can **get Super Article Traffic here**.

Step 4: How You Can Get the Most Out Of Your Article Marketing Efforts

Most authors are wasting their time writing articles because they lack certain key elements to effectively writing an article. To have a highly effective article that will bring you lots of traffic it must have these 3 characteristics.

1. **Rich keyword embedded title**

2. **Lots of embedded keywords properly placed throughout the article**

3. **Highly effective resource box**

The above three factors are the most important in order to effectively write articles that will drive traffic to your website. Almost all people looking for a particular topic will put in 1 to 10 keywords that are completely related to the title of your article.

Your overall goal is to have your articles show up in major search engines when they search for a particular keyword or topic.

The first 2-5 words of your title will decide the fate of how successful your article will be driving traffic to your site. Some writers have excellent articles, but a really horrible title which just kills their article completely.

To get the most out of your article, you need to put keyword affluent titles for every one of your articles that match the most frequently searched keywords for your topic.

Most people ask the question, "How do I come up with keywords that are the right ones to use for my article and title?

The answer is simple, go to www.digitalpoint.com/tools/suggestion/ . This is completely free of charge and so simple to use.

After you gather all your keywords it is time to write an effective title.

Let's take a look at a horrible title vs. excellent title. We will keep the same theme and use Forex Trading as an example:

Horrible Example

"Learning the Secrets of Forex Information"

Now, this title does have a keyword of "forex information but it is misplaced in the title and just doesn't have a certain kick to it.

Let's try to switch it around and turn it into an excellent title.

Excellent Example

"Forex Information-Discovering the Inside Secrets of Currency Trading"

Now that is a catchy title and it also starts with 2 rich keywords that I got from the keyword suggestion tool. Starting with rich keywords will be the success to each one of your articles.

In the horrible example, the first 4 words of the title were wasted with meaningless words. In the excellent example, the title gets right to the point and really sticks out to the future visitor. Now that you have your perfect keyword rich article. It is now time to come up with the bio box. Here is what you need:

1. **Your Name:** This should be the first thing in your resource box! Most people commonly leave off their name by mistake.

2. **Your URL:** In valid URL format. Example: http://www.nameofwebsite.com

3. **Sales Pitch:** This is usually 1-4 sentences that will convey your audience to click on your URL, which will lead to sales.

4. **Lead them to your site:** Only include one reason why they should visit your site! Do not go overboard here and write 2-5 reasons. Put ONE STRONG reason!

5. **Hyperlink Keywords:** You need to make keywords hyperlinks to your website. This will increase traffic greatly. Let me show you an example: Bob Williams has been teaching traders all over the world about online forex trading. His award winning course exposes some of the best forex information in the industry. Learn more about John's course at http://www.nameofwebsite.com

These 5 different components make up a successful resource box.

Below are just a few things you should NOT include in your resource box which most people commonly make this mistake:

1. Sales pitches that are not even related to your product or service. No relation to even the title. This is a HORRIBLE and costly mistake.

2. Listing of all your accomplishments. Do not bore the reader; you need to keep your resource box short and directly to the point. I am sure they do not care about your other accomplishments not directly related to your topic.

3. Resource Box is too long. Some people have the resource box at an equivalent of about 50% of the total size of the whole article. It should not be larger than 15% of your total article size! 50% is an overkill and sloppy!

If you follow all these tips and steps you should have no problem getting the most out of each article!

Step 5: Outsourcing Your Way to Millions

Outsourcing your articles is by far the best way to go. You need to focus your time submitting articles to multiple article directories instead of writing the articles yourself.

You can find amazing article writers that will write you a 500 word article for $2.00 or less. Not every web designer has the time – or skills – to be able to write effective web content.

Therefore, it is extremely important to find someone capable of writing articles that are interesting, informative, engaging, as well as persuasive. How do you find the right person for the job?

1. Look hard and you will find. Finding the right writer for the right job is a matter of doing a little research. If you like the style of a specific writer, contact this person and ask them directly if they will work for you.

Ezines are great places to find talented writers and many writers who frequent these sites already know how to write for the internet. Even if the topics you want covered are on subjects different from what the writer currently writes about, an excellent writer will be able to write about almost anything.

2. Search and Verify. Once you have narrowed your list of potential writers down to a select few, check the writer's links on the internet. If they are a prolific writer, their name should appear all over the place.

You can also find out how effective their back links are by entering "link: www.theirwebsite.com" in your Google search bar and then counting the results. If they have been writing extensively the search returns should be numerous.

3. Go to Writing Sites. Elance, Guru, and Writer's Write are several great writing sites. Writers actually pay to have access to these sites. You can submit your project, receive bids, and select the writers of your own choosing.

4. Contact Schools. Colleges and universities are full of budding writers. Perhaps you can give a student a chance at submitting work to you. It can make for a good part time

job for the student and give you the opportunity to possibly build a long term writing relationship with a future source.

Once you have found your writer, you must finalize the terms of the agreement. Some important questions to ask include:

What is your rate? Will you pay per article, per hour, or per word?

How should your writer be paid? PayPal, check, money order, etc.?

What target audience is the article being aimed at?

How should completed work be submitted? Email, Word document, double spaced?

How soon are projects expected to be completed?

Do you need to work with a contract or is a verbal agreement sufficient?

When you have come to an agreement on terms, have your writer submit one article to you. Use this first article to critique their work and help shape them to write according to the style you prefer. Communication is the key; make sure that each party understands what is expected of the other.

What are the best outsourcing companies for article writing?

There are many outsourcing companies for article writing, so choosing a good one can be challenging. Most legitimate article writing companies can also be found at http://www.elance.com, http://www.WarriorForum.com, and http://forums.digitalpoint.com/

Conclusion

Article marketing is one of the most effective ways to drive motivated traffic to your website. It's also the most economical. Making use of the following strategies below will earn you millions in the years to come!

1. Make sure you are producing quality content. Too many business owners try to stuff their articles with a massive number of keywords to increase their search engine rankings. Unfortunately, they end up getting penalized by the search engines. Keyword placement 4-6 times in each article is usually the best.

Overusing keywords also tends to make the article harder to read, which turns people off. Write in a natural and informative manner and the keywords will often take care of themselves.

2. Write informative articles. If possible, try to focus on the "how-to" brand of articles, as this will get more interest from more readers in a shorter period of time. Even if the article is not a how-to, keep it strictly informative and written from an authoritative stance. Talk about what you are selling, but not in a way that sounds like a sales pitch.

3. Focus your article writing completely away from sales. People are quickly turned off by articles they expect to be informational, but turn out to be another sales pitch. Article marketing is not the place to make your sales pitch. Save that for your resource box.

4. Include links to your website. Include your website links in your resource box. Once people have read through the article and found the information to be useful, they are very likely to click the links to find out more about you and what you have to offer.

5. Write several related articles on each topic. The more articles you have published on the web, the more links you'll have for the search engines. In addition,

having different angles on the same topic gives you a stronger appearance as an expert on that topic. And that's what encourages people to click through to your site.

6. Submit articles to multiple directories. You will be shocked to find out how many times your articles will be placed on other websites from as few as 10 different directories.

Every time you add an article to someone else's website, you create another targeted link back to your website. And that could attract massive amounts of traffic

7. Change content around to avoid duplicate content. Considering the number of websites on the internet and the number of articles published every day, all of the search engines have developed duplicate content filters that penalize websites that use the exact same articles as another site.

One way to avoid this is to rewrite your own article so that it takes a different slant or focuses on a different aspect of the topic. This will help to keep your articles unique and move your site higher in the search engine rankings.

8. Pay special attention to your article title. Article directories often group batches of related articles into a list of titles for people to view. Readers will choose the article that has the most interesting title. Boring titles that don't stand out are overlooked; be creative with your title~

9. Use your blog to market your articles. One mistake many writers make is including their entire article in their blog posts. You can use your blog effectively to provide a slight teaser that will make people want to read the entire article. Then drive more traffic to your site by providing a link where they can finish reading it.

10. Get PLR - There are tons of PLR sites around that have large databases of articles that you can download. You can use the content and simply re-arrange it so that you can submit it to EZine and other major article directories.

Again, article marketing is one of the least expensive methods of advertising a website. You can drive thousands and thousands of visitors a day absolutely free! The sales potential of your products is huge!

It is nearly impossible to be a successful internet marketer without the use of article marketing. By following this guide, you should be an expert article marketer in no time at all!