

Article Marketing - One of the most productive and least understood common methods of Internet Marketing

Presented By

B. Hopkins of Psiphon Consulting

- **What is Article Marketing**
 - It is the process of getting more exposure to your website, product or service through a campaign of publishing a series of articles through various outlets on the Internet.
- **Why would you want to use Article Marketing?**
 - Positions you as an expert
 - Branding
 - Link building
 - Send Traffic to your website
 - Affiliate marketing
- **Main Sections of an Article**
 - Title
 - 1st paragraph
 - Body
 - Conclusion
 - Resource box
 - Catchy title
 - Proof (bio)
 - Call to action
 - **Resource box example 1:** David Haslett is Senior National Director of the Freedom Equity Group. To discover how modern debt management technology can help you pay off your mortgage and other debt, go to:
<http://xxxxxx>
 - **Resource box example 2:** David Hurley is an Internet marketer based in Hiroshima, Japan. His website focuses on developing viable Internet marketing strategies and features a FREE Internet start-up course for your home based business success. No sign up required! Check it out at:
<http://yyyyy>
- **What to You Write about?**
 - How to find topics
 - Forums - in your niche
 - Blogs -

- Groups –
 - Your own website
 - Polls on other sites
- Ways to present topics – easy is good
 - Top x lists
 - How To's
 - Answer 2 or 3 frequently asked questions
- **Mistakes people make in their article marketing**
 - Titles suck
 - Resource box is not compelling
 - Not taking advantage of anchor text in their resource box
 - Link to site doesn't support the article
 - Resource box link doesn't work
 - Articles are overly promotional
 - Article subject consistent with their overall campaign
 - Don't write enough articles
 - Just never got started!
- **Where to market your articles**
 - Article directories
 - Other people's ezines
 - Other people's web sites
 - Your own website/blog
 - Web 2.0 properties
- **How often should you market your articles**
 - 2 times per week

Steps to writing a good article

Taken from <http://www.squidoo.com/articlehowto>

1. Determine the topic within your niche
2. Research what issues people are having in that niche
3. Do keyword research on the problems you do find
4. Brainstorm topics within your research results
5. Create a title
6. Write Article
7. Proofread article
8. Create resource box
9. Promote Your article

Don't have the time, but you have the resources?

- Have someone write your articles

<http://resourceshosting.com/needarticle>

- Use an article submission service

<http://resourceshosting.com/submityourarticle>

Newbie and you are just starting out?

- If you are serious and want to get started right away
 - Do your niche research, find low competition keyword phrases
 - Create 20 article titles
 - Create a landing page
 - Write your articles or hire someone to write them for you
 - Point your link in your resource box to your landing page. Use a variety of keyword phrases in your anchor text.
 - Submit your articles to directories or use an article submission service

Resources:

<http://psiphonconsulting.com/workshops/articlemarketing.html>

Contact info:

B Hopkins

Psiphon Consulting

720 232 0621

bhopkins@psiphonconsulting.com

Follow on twitter: <http://twitter.com/psiphon>

Connect on Facebook: <http://www.facebook.com/profile.php?id=1248657478>

Connect on Linked In: <http://www.linkedin.com/in/bhopkins>

Join me on my weekly radio show "Internet Business Strategies" at 3:00pm Eastern every Wednesday at:

<http://psiphonconsulting.com/radioshow.html>