



## How can you generate Huge Traffic Through Article Marketing?

Articles can offer information to your readers and can let you demonstrate your capabilities. When you post your articles, you can create traffic to your web site and generate links back to it.

Article marketing is the approach of composing articles that are related or have a connection to the business that you are in and then publishing such articles to different websites of corresponding firms having a link or connection back to your website. This kind of promotion online is an effective method to encourage traffic and increase your sales.

### ***Why article marketing?***

1. It is a way that you can be regarded as an authority in your area of interest. As there are thousands of competitors online, it will be difficult to sell your products to customers and your about us corner may not be able to differentiate you from your competitors. Nonetheless, when customers are able to read your well composed, helpful and educational articles that are published on a number of websites, then you will be regarded as an authority in your area. The more articles that you publish, the more exposure that you will gain, enhancing your reputation.
2. Useful and Informative articles accumulate reliance in your capacity in providing a wonderful service or product. When selling online, your strength is to be knowledgeable and truthfully distinguished. If your article is chosen by a certain publisher and published on a reputable website or an ezine, to a certain effect, that publisher is recommending you, impressing the readers thus they will be confident and assured in making a deal with you.
3. Articles will advertise your products. Take note that what counts most is the quality and not quantity of website traffic. The best type of traffic that you can obtain is from individuals that have read and liked your articles; these readers visit your website because they are eager to know and understand more so they are the ones who has the tendency to purchase something than those who visit your site without introduction or knowledge to your opinions and ideas.
4. Articles that are issued on other websites build one-way links back to your website. While link building is an essential ingredient to creating a successful website, like with generating traffic, quality and not quantity counts the most. Every time that your articles are published on a different website, you can get a link back to your website; these are called one-way links and you are not required to exchange links to obtain them. Generally,



these links are from such pages with few outbound or outgoing links compared to typical link pages wherein usually your link is enlisted when you make a reciprocal understanding.

### ***Guide to article writing***

1. Write about a subject matter that you are familiar with, so you can create excellent content. Do a lot of research and find information on a topic that you are not familiar with.
2. Be exact and informative. Supply pointers that can be easily understand and followed. Present your articles with bulleted or numbered steps to achieve better readability.
3. Make your article interesting. Write about a topic that your target readers are eager to know about so your article is assured to be viewed. Questions that are frequently asked or certain things that are usually misinterpreted in your field will make a good topic to talk about. Work out a problem that your readers have with the use of your article.
4. Be always on the lookout of wrong grammar and spelling as well as incorrect use of the English language.
5. Create an article that is abundant in keywords. Whereas this does not necessarily suggest that you overly fill your content with keywords, when used regularly and normally during the course of the article, your targeted readers can easily search and locate your piece of writing.
6. The authors resource box. This is the space located at the bottom part wherein you can say something about yourself and promote your website.
7. Use brief but catchy sentences to draw a lot of attention.
8. Submit your article. In order to bring about the best results, concentrate on directory sites that are capable of reaching your targeted readers.
9. Examine the content and substance of your article first, before you submit it. You can make use of a software or submission services to make sure that they are posted and published as opposed to submitting articles to different directories manually; it can consume a lot of your time and not as effective.

### ***Mistakes that are usually made in article writing:***

1. Reason to endorse with articles versus reason to write
2. Lead generation, branding, and site promotion are three main reasons to endorse with an article and audience or reader information is one main reason and goal to write and compose an article. When your article is not set towards its main purpose, then not one will be interested to read it and you will not achieve the three advantages of article promotion.
3. Setting out the article promotion and not having a plan
4. Not all articles can achieve lead generation, branding, and site promotion. There will be others that will work best for branding, some for lead generation and increase in sales. However, if you don't have a plan to



- start out for your articles purpose and function then you'll wind up not contented with the outcome.
5. Content is not beneficial to the reader
  6. Keep in mind that not all article directories will receive your editorial automatically. In order that article marketing to achieve satisfying results, write contents that publishers want to publish and readers want to read.
  7. Article marketing can be very powerful when you bring together understanding of keywords that readers use in order to locate your site, the links that are significant to your website's adaptation and the content that supplies information to your prospective readers.
  8. Keep in mind supplying information to your readers is the most essential to your success. Your eagerness to help with honest, factual, complete and detailed articles will not only generate huge traffic, but produce trust in your readers that will bring you lasting rewards.

### ***About the Author***

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