

Article Marketing - Boost your Internet Business Traffic

Article Marketing is a phenomenal way to gain exposure for any type of online business that has a website promoting some type of information, product or service. The way your business website benefits from an effectively executed article marketing campaign is through an increased level of traffic being delivered to your site.

An article marketing campaign can continue to benefit your web business for as long as it exists. But the execution of an article marketing campaign is very important.

First, the articles distributed to the article directories must be written by an SEO writer so that they are attractive to search engines. Search Engines are constantly sifting through content in cyberspace, determining how web pages should be ranked in their search results. An SEO writer applies search engine optimized criteria to the articles he writes so they are like magnets to search engines.

Secondly, the directories you submit articles to should be primarily top ranking article directories. That is, they should have good reputations, have high PR rankings, and receive an excellent amount of traffic.

When you submit an article to a high ranking directory with a link to your website included at the end of your article in the resource box (more on this later), you gain one-way inbound links to your site from article sites that have authority. These are the best kind of links to acquire. They effectively translate into higher search engine rankings for your website.

Submitting to top directories gives your site an enhanced status and authority on the web. Also, those reading your articles are able to copy and post them on their own websites, giving you additional one-way links.

Thirdly, the resource box (mentioned above), located at the end of your article, must include the link that points back to your website. It should consist of a few sentences that briefly describes what you offer and who you are. It should not be written with a pushy sales pitch. It should simply invite the reader to click the link to find out more about what you do and what you're offering. If the reader is interested enough he will check you out. You only want truly interested visitors to your website anyway.

Another effect of all of this exposure is the viral marketing effect that can be produced. Viral marketing can be defined as an explosion of marketing due to word-of-mouth advertising that spreads on its own. When someone takes your article and places it somewhere else on the web, such as their blog, this automatically opens up your article and website link to a whole other group of people on the web. This effect can multiply if your content is informative and persuasive. Many blogs are read by hundreds and even thousands of individuals every day.

It is easy to quickly realize the possibilities of spreading the word about your information, services and products through the initial use of an article marketing campaign. A good article marketing campaign can produce tremendous results for your online business in terms of increased traffic to your website.