

# Keyword Research for Content Ideas

- Google Adwords Keyword Tool
  - <https://adwords.google.com/select/KeywordToolExternal>
- Use Regular Google Search Engine
- Free Wordtracker Keyword Tool
  - <http://freekeywords.wordtracker.com/>
- Google Insights
  - <http://www.google.com/insights/search/>

# Keyword Research for Content Ideas

- SEO Logs Keyword Difficulty Tool
  - <http://www.seologs.com/keyword-difficulty.html>
- Google Searches
  - allintitle:your keyword search
  - “your keyword search”

# Article Marketing Overview

- Write informative articles that help build credibility, drive targeted traffic, and increase search engine rankings.
- Articles increase your online exposure by placing your articles on high traffic, high authority websites
- You are simply providing information that people are seeking.
- At the end of the articles include a link to your website.

# How To Write Articles

- Include a catchy keyword rich title for the article.
- Try to write at least 3 and around 5 short paragraphs. Shorter paragraphs will increase the chances of the article being read.
- Provide good, solid content to the readers.
- How To Articles, Bulleted Points, etc. do really well as far as getting people interested in reading.

# Article Resource Box

- At the end of the articles make sure you include an about the author bio (resource box).
- Should be around 200 characters or one or two sentences.
- Include an offer or enticing reason for them to visit your website.
- Include an anchor text link going back to your website for maximum SEO benefit.

# Article Resource Box Example

- Here is an example of a good resource box:

Rocky is an Internet Marketing consultant and small business coach. Discover how you can [make money online](#) as quickly as today by visiting [www.LocalWebSolutions.com](http://www.LocalWebSolutions.com) where you can download the free step-by-step video training series now.

# Article Resource Box HTML Example

- Here is the HTML version of the resource box.

Paul Counts is an Internet Marketing consultant and small business coach. Discover how you can  
<a href="http://www.paulcounts.com">make money  
online</a> as quickly as today by visiting  
http://www.FastCashCounts.com where you can download  
the free step-by-step video training series now.

- HTML Link Code:

<a href="url">Link text</a>

# Article Topic Ideas

- Research other article directories and browse the top performing articles for ideas on content to write about.
- Use keyword research to identify articles to write on.
- You can write one article per keyword phrase most of the time.



# Creating Content for Articles

- Research other websites, books, magazines.
- Use software to help you find information.
- Rewrite PLR articles by adding content to them or combining PLR articles.
- Use PLR ebooks that give you the rights to use as articles or content and combine pages to create articles.
  - One PLR ebook with 50 pages could be around 50 articles for you potentially.

# Creating Content for Articles

- Record yourself creating your articles using a free program like Audacity and then transcribe the content.
  - You can speak faster than you can type usually.
  - Tip – Read PLR articles in your own words.
- Use a text to speech program called Dragon Naturally Speaking that will type what you say.
  - Make sure you go back to edit, but pretty accurate.

# Maximize Your Traffic Opportunities

- Create as many articles as possible. Basically the more articles you can create and distribute the more traffic you can start to see.
- Ensure you have keyword rich titles that have been researched so you know there is interest in those topics.
- Have a good resource box that sends them directly to your website or landing page.

# Distributing Your Articles

- Article Directories
- Offer to write articles for blogs and websites in your niche.
  - Make posts on forums in your niche telling them you would like to write a few unique articles.
  - E-mail Website Owners
- Use Article Software Service
  - [ArticleMarketer.com](http://ArticleMarketer.com)

# Distributing Your Articles

- Research websites that want content in your niche. For example:
  - golf “how to”, golf submit article, golf information, golf submit content
- Article Marketing Automation Service
- Submit to Web 2.0 Properties
  - Squidoo.com, HubPages.com, Weebly.com, etc.

# Article Directories

- Here is a list of some top Article Directories
  - [www.EzineArticles.com](http://www.EzineArticles.com)
  - [www.GoArticles.com](http://www.GoArticles.com)
  - [www.ArticleDashboard.com](http://www.ArticleDashboard.com)
  - [www.ArticlesBase.com](http://www.ArticlesBase.com)
  - [www.ArticlesAlley.com](http://www.ArticlesAlley.com)
  - [www.iSnare.com](http://www.iSnare.com)
  - [www.helium.com](http://www.helium.com)
    - Use profile page for backlinks and credibility.

# Distributing to Article Directories – How To

- Use a text pad file to copy from when distributing articles.
  - Include your title in there.
  - Create a list of keywords.
  - Create a summary for your article which will entice people to read it. Usually the first sentence of the article will do.
  - Include your About the Author section as well.
  - Copy from the notepad file when distributing.

# Marketing Your Articles

- Ping each of your articles with [www.pingomatic.com](http://www.pingomatic.com).
- Bookmark each of your articles using [www.socialmarking.com](http://www.socialmarking.com) or use [www.onlywire.com](http://www.onlywire.com)
- This method will increase the effectiveness of your article marketing tremendously.



# Article Marketing Weekly Plan of Action

1. Research keywords and subjects for articles.
2. Make a list of 25 article titles.
3. Start writing articles. (Use PLR and Software)
4. Submit articles to article directories.
5. Ping Articles
6. Bookmark Articles.
7. Repeat steps above each week.