

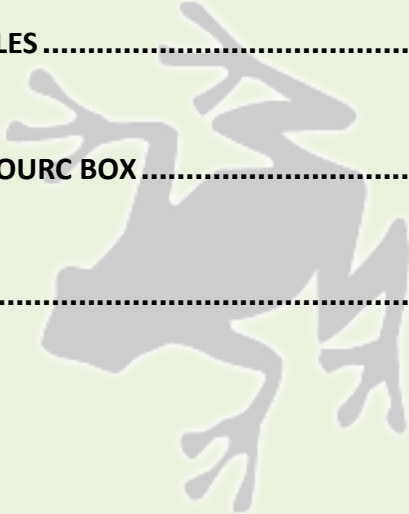
Article Marketing Guide



Article Marketing Guide

Table of Contents

INTRODUCTION TO ARTICLE MARKETING EXPOSED	3
IDENTIFYING YOUR TARGET AUDIENCE	5
QUICK & EASY KEYWORD RESEARCH	12
CREATING EFFECTIVE ARTICLES	21
THE PERFECT AUTHORS RESOURC BOX	25
QUICK START ACTION PLAN	28



Introduction To Article Marketing Exposed

There are a few important ingredients to creating high performance Article Marketing campaigns that maximize the overall effectiveness of your marketing efforts, while ensuring that you receive the most exposure possible from each article that you submit into the online directories.

First, writing an article on just any topic isn't going to yield the results you're looking for, if you haven't first conducted keyword research to identify what your target audience is actively looking for, and the exact keywords and phrases they are using to be able to locate content on your topic.

This is fundamentally one of most **critical elements** of a successful article marketing campaign.

The closer you are able to target your prospective customer base with well written articles that incorporate primary keywords, the more traffic and exposure you will be able to generate.

Think about the possibilities if you carefully evaluated a niche market, creating keyword swipe files of highly relevant terms and phrases and incorporated them into your content. Not only will this help you position

yourself within the search engines, but your visitors and readers will be exceptionally targeted!

It all begins in researching and evaluating potential markets prior to creating your content.



Identifying Your Target Audience

Before we can begin to create our first article marketing campaign, we need to choose a topic for our articles.

When evaluating potential topics, consider:

- ✓ What market do you plan to cater to?
- ✓ What products are you planning to promote?
- ✓ Are these niche markets evergreen?
- ✓ Are people currently purchasing products within this market?
- ✓ Are there affiliate products to promote?

Conducting market research is a critical part of becoming a successful article marketer if you intend on promoting affiliate based products.

You need to place a severe focus on four critical elements to researching any niche market:

1: Whether there are desperate buyers in the market who are eager to purchase a “solution” to an existing problem.

2: The size of the market (how many buyers are currently purchasing

products or services within this niche)

3: Existing competition within the market. (You want competition, it means a viable and active market, however you need to ensure that the competition isn't so thick that you will struggle to penetrate it)

4: Quality and Quantity of the products in the market (you want to focus on markets that are evergreen and offer an abundance of products to promote in your article marketing campaigns.)

Visit <http://www.Clickbank.com> to begin.

Once inside of Clickbank's marketplace, enter in keywords or keyword phrases that describe the niche that you are interested in.

If you aren't sure what topic to begin with, you can simply browse through the most recent products that were added to the ClickBank marketplace, or search through existing categories.

You will notice that with Clickbank, each product listing features specific information regarding its current stats.

Here is what these mean:

\$/sale: The amount of money you earn for each sale.

Future \$: Average rebill revenue.

Total \$/sale: Average total \$ per sale, including all rebills.

%/sale: The percentage of the product sale price that the sale represents.

%/refd: Fraction of publisher's total sales that are referred by affiliates.

grav: The measure of how many affiliates are promoting the product.

For each affiliate paid in the last 8 weeks Clickbank adds an amount between 0.1 and 1.0 to the total. The more recent the last referral, the higher the value added.

The Gravity indicator will tell you how well a product is selling. So a gravity score of 100 means a product is potentially selling better than one with a gravity score of 20.

Focusing on what is currently selling will make it exceptionally easy to come with ideas for your own products, as well as what topics to write about.

Note: From within the ClickBank marketplace, if you click on “Create Hoplink”, ClickBanks’ system will generate an affiliate link that is custom and assigned only to you. You will need to create a free ClickBank account prior to being able to generate an affiliate link for specific products.

Start by writing down a few topics from the marketplaces that are currently in demand. With each topic you write down, create your hoplink and copy and paste that into your text file so that you have it when it comes to creating your landing page.

Spend 30 minutes or so browsing through ALL of the categories on ClickBank. Don’t just pick one or two, but try to create a list that encompasses products from all different genres and niche markets.

Finally, you should end up with something that looks like this:

Water To Gas

Hoplink: http://your_id.water4gas.hop.clickbank.net/

Satellite TV for PC

Hoplink: <http://xxxx.ipodpsp.hop.clickbank.net/>

Truth About Six Pack Abs

Hoplink: <http://xxxx.mikegeary1.hop.clickbank.net/>

You need to dominate each product you promote within the article directories.

You do this by having MORE articles than your competitors.

Let's review what we learned.

1. **Find a product to promote that shows interest.** It is fine if you do some keyword searches before time to practice, but your first priority is finding a product.
2. **Conduct multiple keyword searches** to find out what search terms people look for when searching for the product you plan to promote.
3. **Make sure the product is HOT NOW.** You can do this easily by visiting the Clickbank marketplace, which ranks products according to how well they sell. If you find a product you like, but it is at the bottom of the list, or has a bad sales page, do not bother moving forward.

All you have to do is dominate the market by creating great articles and saturating the entire market with fresh, high quality content.

For every product you find that you want to promote, you should write 20 articles focusing on relevant keywords!

So in 5 days, a working week, you would have 100 articles written and have 5 Clickbank.com products promoted and saturated.

When you have decided what niche markets and/or products you are going to promote, it's time to complete your keyword research so that you can create articles that offer a blend of high quality content, with relevant keyword phrases.

If you are planning on promoting a specific product, you should also consider integrating both the product's title and the author's name into some of the articles in your campaign, so that you can pull in targeted leads from those searching for information on these products.

If your articles end up being based on a review platform, where you offer detailed information regarding specific products, you will be able to tap

into an exceptional customer base of hungry buyers already on the verge of making the purchase but just needing a bit of reassurance.

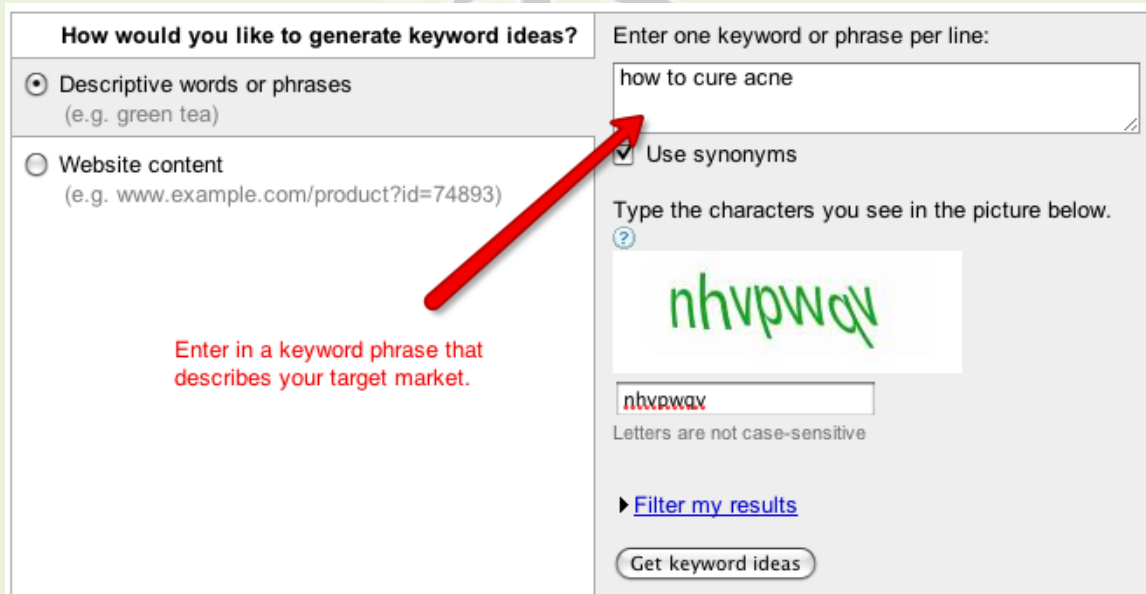


Quick & Easy Keyword Research

To begin evaluating potential keywords, visit:

<https://adwords.google.com/select/KeywordToolExternal>

What you need to do is enter in a basic (core) keyword phrase that describes your market, topic or a product you are planning to promote. (example: product title, author's name, etc)



How would you like to generate keyword ideas?

☒ Descriptive words or phrases
(e.g. green tea)

☐ Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

how to cure acne

☒ Use synonyms

Type the characters you see in the picture below.

nhvpwqx

nhvpwqx

Letters are not case-sensitive

[Filter my results](#)

[Get keyword ideas](#)

















Enter in a keyword phrase that describes your target market.


The Adwords Google Keyword suggestion tool allows you to enter in a keyword or phrase from a possible niche that you are considering so that

Article Marketing Guide

you can evaluate existing competition, active keywords based on popularity and overall use.

When you enter keywords into the Google Keyword tool, you will be able to generate extended listings that feature various keywords associated to the main keyword that you entered into the search box.

how to cure pimples		880	1,900
how to treat acne		9,900	9,900
how to clear acne		8,100	6,600
how to prevent acne		5,400	4,400
acne pimples		9,900	8,100
acne home remedy		14,800	12,100
clear acne		74,000	40,500
acne treatments		110,000	110,000
how to get rid of pimples		27,100	12,100
getting rid of acne		8,100	8,100
pimple cure		2,900	3,600
pimple treatment		6,600	12,100
cure pimples		4,400	6,600
cure acne		90,500	74,000
acne scars		201,000	135,000
acne remedies		74,000	60,500



The first column provides you with alternative keyword phrases that you could use within your content as well as with search engine optimization or promoting your product within PPC marketplaces.

The second column indicates the level of competition, and in our example above, nearly all of the featured keyword phrases appear to be heavily

targeted by existing competitors, including Adwords (PPC) marketers.

The third column indicates the estimated number of searches for each particular keyword, based on monthly volume.

Keyword research can take a bit of time when you are first starting out, but as you become more experienced with choosing relevant keyword phrases and weeding out the ones that are likely to be ineffective, you will be able to create entire keyword swipe files quickly and easily, each time you develop your article marketing campaign.

Here are a handful of other free keyword tools and resources:

<http://www.KeyCompete.com>

<http://www.Wordtracker.com>

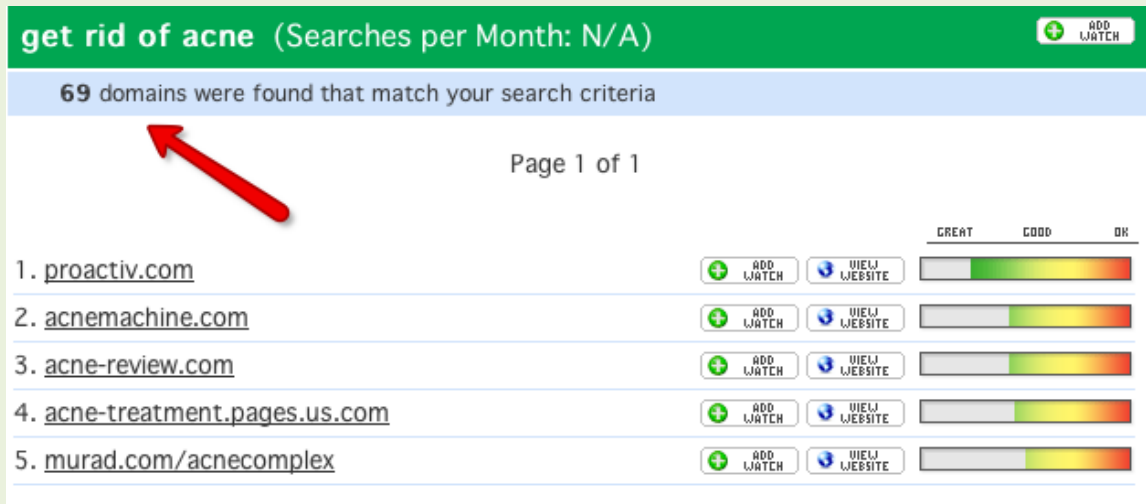
<http://www.Compete.com>

<http://www.SEODigger.com>

With the KeyCompete tool, you are able to extract keyword lists from those used by your competition within PPC marketplaces and campaigns.

You are also able to instantly evaluate the popularity of a specific keyword phrase based on the number of websites that feature these keywords

within their website's overall content.



The screenshot shows a keyword research tool interface. At the top, a green header displays the keyword "get rid of acne" and "(Searches per Month: N/A)". A blue banner below the header states "69 domains were found that match your search criteria", with a red arrow pointing to the number "69". Below this, it says "Page 1 of 1". A table lists five domains, each with an "ADD WATCH" button, a "VIEW WEBSITE" button, and a popularity bar chart. The domains are: 1. proactiv.com, 2. acnemachine.com, 3. acne-review.com, 4. acne-treatment.pages.us.com, and 5. murad.com/acnecomplex. The bar charts show varying levels of popularity, with the first domain being the most popular.

Rank	Domain	Add Watch	View Website	Popularity Bar
1.	proactiv.com	+ ADD WATCH	VIEW WEBSITE	[Bar chart showing high popularity]
2.	acnemachine.com	+ ADD WATCH	VIEW WEBSITE	[Bar chart showing medium popularity]
3.	acne-review.com	+ ADD WATCH	VIEW WEBSITE	[Bar chart showing medium popularity]
4.	acne-treatment.pages.us.com	+ ADD WATCH	VIEW WEBSITE	[Bar chart showing medium popularity]
5.	murad.com/acnecomplex	+ ADD WATCH	VIEW WEBSITE	[Bar chart showing low popularity]

Here are some other useful sources for locating new topics on subject matter that people are currently looking for information on:

<http://trends.google.com>

This website will display the popularity of specific search terms and phrases.

If you enter in a keyword such as "Dog Training", it will show you exactly how many people are searching for that specific term. You can use this tool to determine how popular a niche market is, as well as how common certain keywords are.

<http://www.Compete.com>

Compete provides information including keywords and rank used by competitors in your market. They can be used to tell which keywords your competitors are targeting, and which ones they are ranking for. This can help you compete on a new level with them

<http://answers.yahoo.com>

This is a great way to locate common questions that people are seeking answers to.

www.WordTracker.com

WordTracker is one of the most well-known and popular keyword tools. Its results aren't the most accurate in terms of traffic numbers, but it does give you a wide variety of keywords.

It is said that you should multiply the numbers it gives you by around 3-10 to get an accurate reflection of the total number of searches on Google, or on all major search engines.

The paid version will allow you to get unlimited keywords at a time, but

they also have a free version available at <http://freekeywords.wordtracker.com> that will give you 100 keywords at a time.

Creating Effective Article Campaigns

In truth, choosing your initial markets and products to promote is a large chunk of the work involved, and now all you need to do is write (or outsource) a handful of articles focusing on these specific topics.

First of all, you need to ensure that your article directly connects to the product or topic that you are promoting.

Do not write a great article about parenting and then provide a link to a product selling weight loss tips. You NEED to closely tie your article with a specific topic, product or focus.

When writing your articles, keep them slimmed down to only 300-400 words in length.

We want to keep them short and on track, remembering our objective is to entice them to read the entire article and then click on the links featured

within our author's resource box leading either to a landing page, squeeze page or direct to the merchant's website after being tagged with our affiliate link.

If you struggle to come up with topic ideas for your articles, one easy strategy is to use the 'number technique', which incorporates a bullet list into your document.

Example: '***Ten Tips To Saving Money At The Pump***', or '***Top Five Methods Of Minimizing Acne***'.

If you aren't sure how to structure your articles, or what kind of articles are performing the best, spend some time evaluating existing articles throughout the different categories on EzineArticles.

Look at other people's articles and see what they've written about. Find out what people are searching for on the Web using tools like the selector tools at overture.

What you are doing is basically rewriting other successful articles. Now, you are not PLAGIARIZING. Instead, you are creating original material, but **referencing** the work of others for ideas so you can create a better article.

Your job is essentially that of an article re-writer. Every article topic imaginable has been written for you at Ezinearticles.com. There are millions of articles listed here, and all contain links or resource boxes to other people's affiliate sites or information.

Take advantage of this system, exploit it and rise above your competition. It is the simplest way to get ahead in the industry.

Read an article, and then write your own article. Fill in the gaps. Find out what benefits you need to include the original author didn't mention. Don't copy, create an original work. Just make it unique, different and better than the competition's existing material.

It's that simple.

Remember, you do not have to create a best-selling article. You are not an expert writer at this point, and you may never aspire to be.

You want to do it quickly and easily.

Practice Increases Speed. The more you write, the faster you will get.

Force yourself to sit down and write and not move until you have 4-5-

articles done every hour.

If you spend more than twenty minutes writing any one article, you need to improve your speed.

You should be able to create 300 word articles in less than 15 minutes after a few days, and if you first create your swipe file of topic ideas, you will be able to increase your speed easily.

Keep in mind:

YOU DO NOT need to be the most prolific writer out there to win.

YOU NEED TO WRITE THE MOST ARTICLES.

The more articles you have, the more articles people are going to read. The more articles people read, the more click-through links you will get, and the more money you will make.

Creating Effective Articles

There are three parts to every article. Let's take a look at what these are, and how you can make sure yours are written in the best possible way.

Article Title

The first thing your reader will see is your article title, so it's an exceptionally important part of your article and serves as a headline does on a salespage.

Your title needs to captivate them, get their attention and prompt them to read further. You want your article title to be irresistible so they can't help but click on the link and read the entire page.

Article Description

When article directories submit your content into their database, typically your title shows and possibly your description, or the first paragraph within your article content.

This is one of a few reasons why that first paragraph is so important. It not only works to describe what your article is about, but just like the title or

header, it also needs to work to motivate your reader to continue reading.

Article Body Content

The remainder of your article should carry the reader right to the end.

Don't think that if your title and initial paragraph is good that they will simply continue reading, you still need to bring them along with you by weaving your article content so that it directly addresses the topic of your article.

Keep it interesting and on topic. Use short paragraphs rather than lengthy ones and limit your article body content to 400 characters in total.

With your article, you need to:

- ✓ Use a clear and direct title that captures attention instantly.
- ✓ Follow it up with the first paragraph clearly describing the topic of your article.
- ✓ Continue with the body weaving a story, and doing its job by keeping the visitor reading through to the end.

- ✓ The closing paragraph or statement satisfying the reader with an ending to the story if you choose that style and prompting them to read the resource box below.
- ✓ The resource box then compels the reader to click on a link by offering free information in the form of a free report, ebook, video, tutorial, ecourse or something else, relevant to the topic of your article.

To solve the problem of how to write an article that doesn't give away too much or not enough, there is a very simple system that works every single time.

It looks like this:

1) Topic Introduction

2) Examples Of Subject Matter

3) Solution / More Information On Subject Matter

With the topic introduction you are clearly explaining exactly what the article is about. If you were writing about how to quit smoking, you would explain the benefits of quitting, the available aids and so on.

Then, you would provide examples that directly relate to your topic, for example with smoking, you could provide examples of some of the remedies or aids that don't work.

And finally, you would provide information on a possible solution, and show them exactly how to get started.

You also want to try to stay within a 400-word guideline. Articles that are too lengthy will only distract your reader.

Tip: If you are able to outsource the writing to a seasoned writer, I'd recommend considering it. You'll be able to free up some time and focus on promoting your business and brand in other ways.

Here are a few freelance marketplaces that will help you get started in finding the perfect writer for your niche markets.

<http://www.Guru.com>

<http://www.WriterLance.com>

<http://www.GetAFreelancer.com>

<http://www.Scriptlance.com>

<http://www.eLance.com>

The Perfect Authors Resourc Box

Your author's resource box is the ONLY element of your article that allows for promotion, so it's vital that you create a compelling resource box that invokes a call to action and entices every reader to follow through by clicking on your links.

With sites like Ezine Articles, you are able to create multiple resource boxes, choosing one that compliments each article that you write. You can also create multiple authors' accounts so that you can cover a large number of topics, all within one account.

Use your resource boxes wisely, and make sure that you offer your reader with an incentive to click through.

One way of doing this is by offering a free giveaway in your author's resource box that is relevant to the topic or market that your article is focused on.

If you are not sure what you can offer within your resource box, here are a

few things I have used successfully for over a year now:

- ❖ **Free Report**
- ❖ **Newsletter or Ezine subscription**
- ❖ **Free ebook**
- ❖ **Free sample of a paid product**
- ❖ **Free Trial Membership**

When creating your author's resource box, make sure to use anchor text whenever possible. This will help you rank for specific keyword phrases within the search engines.

While not every article directory permits anchor text within author resource boxes, whenever possible include various keyword phrases pertaining to your market.

You also want to incorporate a strong call to action, directing your reader to click your link and explore your website.

You should also limit the number of links contained within your resource box to only one, so that your reader is given a clear message, to click on your link and visit your site, rather than being confused with multiple options.

Your overall article should tie in with the website that is featured within your author's resource box.



Quick Start Action Plan

Create your article marketing system and work on it every week, so that you are able to reach out to new readers ensuring that your content is in constant circulation.

When it comes to article marketing, quantity is just as important as quality. The more articles that you have in circulation, the more traffic (and potential sales) you will be able to generate from all of your submissions, however you also want to focus on submitting only high quality, well written articles.

Remember, you are not only using articles as a way of generating targeted traffic but in developing a brand, or in building brand awareness if you are a new marketer or developer.

Remain Consistent! In order to maximize the performance of all of your article campaigns you need to stay consistent, adding fresh new content into your article directory accounts, ensuring that your campaigns retain their exposure while you keep the momentum going!

Create squeeze and landing pages that will help you utilize article marketing as a way of building targeted lists of subscribers. That way, you

can send out broadcasts and future follow up emails with additional affiliate products as well as an equal balance of fresh, high quality content.

Step 1 – Choose Your Products

You need to locate a handful of high quality products to promote within your articles.

Clickbank.com is a good start to find products to promote. There are new products being added daily, and you can spend time evaluating popularity, gravity and overall performance by using the free resources available at <http://www.CBEngine.com> and <http://www.CBTrends.com>

Step 2 – Compile Your Keyword Lists

Start with at least 25 keywords per topic so that you have a swipe file available whenever you create your articles.

Focus on incorporating the product titles, author's name and extremely relevant keyword phrases that will attract readers and ultimately, customers.

Step 3 – Write or Create The Articles

Once you have chosen your products, defined your keyword lists, it's time to create the articles for submission. The more articles in circulation, the more exposure you will receive.

Make sure that your articles are of high quality, relevant to the market or overall focus, and speak directly to the reader.

Try to create at least 10-20 articles on each topic or product that you intend to promote.

Step 4 – Create Landing Pages And Submit Articles Consistently

Create high converting landing and squeeze pages by enticing your reader to subscribe to your mailing list in exchange for a free giveaway (ebook, report, etc).

Add these links to your author's resource box and incorporate a strong call to action to motivate your reader to leave the article directory and explore your website. Remember, articles are meant to drive in traffic, NOT to sell.

If you capture their information and focus on building a massive targeted

mailing list, you can always contact them with future follow ups

Step 5 - Double up on your keywords

By now you should have written a large number of articles and submitted them to the relevant article directories. If after a few weeks, you find a certain product is doing really well, double up.

Always keep on top of your article marketing campaigns to determine what articles are performing and which ones need to be tweaked, modified or removed entirely.

Use the resources available within your article marketing accounts on sites like www.EzineArticles.com that will help you evaluate your overall efforts.

Keep moving ahead!

For Resellable Article Marketing Products, visit our main catalog here...

www.master-resale-rights.com

