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Quality article writers are those who understand the importance of their article content quality and how it aids in their article marketing efforts.

As an article editor who reviews multiple articles daily, I see plenty of good and bad articles. Article marketers will achieve much better results with 1 or 2 well written high quality articles as opposed to 10 or 15 poorly written bad articles.

You do not have to have a Masters degree in English or be a professional writer to write quality content. All you need to do is understand some basic yet important guidelines to use when creating your articles.

Here are 5 proven content writing tips to help you achieve maximum traffic results in your article marketing campaigns.

1. Size matters.

A good article word count size guideline to follow is 450-550 words. If your article is going to run over 650 words, consider two articles as opposed to one.

An article that is too short appears to be written solely for generating traffic, not providing useful content. On the other hand, articles that are too long lose the reader's interest and they may get bored and leave, never clicking on your resource box url's.

2. Quality does matter.

Don't be misled by those that tell you article quality does not matter. It does, you can verify that simply by doing your homework and a little research. Every article you create should achieve two very important goals.

First, you want publishers to select your articles for reprinting on their websites, blogs, and so forth. If publishers do not choose your articles for reprint, you've missed out on one important article marketing component already: syndication.

High quality content is favored by search engines and article publishers alike. Badly written low quality articles will get skipped over in favor of higher quality well written material.

Second, your article should interest the reader and keep them interested. The only way to do that is offer useful content in a well written readable format. Failure to do so will result in your article getting abandoned quickly and no clicks on the resource box links, which in turn means no traffic.

3. Deliver the merchandise.

Writing eye catching keyword rich titles is important in article marketing. However, the titles also need to reflect what the article is actually about.

If your keyword rich article title promises to deliver information on parrot care, then make sure your article is actually about parrot care, not vintage automobiles.

4. A place for everything, everything in its place.

Don't use the article body for your hard sell or self promotion. That belongs in the resource box.

5. Keyword phrase basics.

Try to focus on one keyword phrase per article, two at the most. If you need to target three keywords, create two or three separate articles instead.

Keyword phrases should appear naturally in the article, not as though they were forced into the content. Don't sacrifice article quality in lieu of forced keyword placement. Keyword phrases should appear about once in 100 words, if even that. They need to work with the article readability and appear naturally in the content.

Avoid using keyword phrases that are spelled incorrectly or grammatically wrong. Some article directories won't even accept articles that use them.

Quality article writers know they'll achieve maximum success if they follow the basics for creating quality content.

Make content quality a major component in your article marketing efforts, and you'll achieve the results you desire. More publishers will select your articles for reprint, and more readers will read your content and click on your links.

How to find great niche topics using Niche Marketing Strategy. How to Find Ghostwriters that will DRIVE traffic to your website. You are welcome to reprint this article - but get your own [unique content](#) version here.

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