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# **Discover The Best Tips For Article Marketing**

Article marketing consists of writing articles on topics closely related to one's business, and then submitting those articles to various directories. It can be regarded as a form of free advertising.

Good Sales copy has the following four elements to engage readers:

A = Attention I = Interest D = Desire A = Action

If you have to try to sell, you haven't done a very good job of creating a burning desire in your prospect for your product, service or more information.

Tips for Writing Good Articles.

So you decided to promote your web site writing articles that you will later submit to directories and Web sites. You just need to remain focused and pay attention to some aspects to apply AIDA. Above all, remember the following:

Write on topics related to your business: Do a little research; see what's of interest for your prospects. Try to reach your niche customers by offering them the good and precise information that they need.

Don't write extensively long articles: Keep in mind that the attention span of the Web user is significantly smaller than the attention span of a regular book reader. If you get boring, you lose your audience.

Don't write very short articles: Short articles can't offer too much information. Web users will penalize scarcity of information by taking the most drastic measure: they simply click the back button of the browser.

Don't copy other articles: Don't waste time rewriting them to adapt them to your needs, go for originality. This is a sure way to avoid duplicate content. Also, if your texts are good and genuine, you will most certainly gain notoriety and respect in your niche.

Use words easily understood by the target readers: There is no need for complicated turns of phrase and words. Keep in mind that not all Web users are college graduates. But you can use niche words to introduce your information to readers. But don't create confusion.

Use topic keywords: Keywords are as important as ever in such cases. They show your readers that they are reading something they are interested in, and you provide information for search engine spiders.

Write good headlines: Remember that headlines are interesting for both search engine spiders and readers. Catchy headlines that contain keywords should never miss.

There is a person behind all those words: Be yourself. Be natural. Put a little of your personality in your writing. Of course, you should know where you must draw the line.

Mind your grammar and spelling: Don't lose your credibility with bad grammar and spelling. Nobody trusts a Web site where misspellings and grammar mistakes are frequent. It influences credibility in a negative manner.

Short sentences and paragraphs: Again, taking into account the short attention span of the Web users, you shouldn't indulge yourself in long. Keep your sentences short and to the point, Make sure that your paragraphs are no longer than 6 lines.

Your article gives them a taste of the benefits of some product or service and your resource box should be used to show them where they can get more information.

The author is the Managing Director of a famous advertising company. He has over eleven years experience in online business advertising. His expertise in [marketing de articulos](#) and marketing for [directorios articulos](#) has provided a very good resources to small business owners.

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