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# **Tips For Ways To Use Articles To Promote Your Business**

You can use article marketing to get into the first page of Google quickly and easily. It's a great way to promote your business and can also be used for building links quite easily.

The right keywords are vital for creating great articles. It's very, very important to use keyword phrases that have very little competition. It's also a good idea to have quite a few searches each month. The best phrases will have a minimum of 1,000 searches and a maximum of thirty thousand competing websites. Fortunately, there are a lot of these keywords available.

Look on Google to see who your competitors are. Top level sites like Ebay, Amazon and Wikipedia will be very hard to beat. It's best to just look for another keyword without the heavy hitting competition. The idea is to keep things simple. The easier it is to get the better rankings, the faster you can do it and the faster your site will appear on that all important first page.

With the right keywords, articles can easily be written and should contain the words in the title, first and last paragraph and somewhere in the middle. This will help them gain popularity on Google and more people will see them. This can also provide the backlinks required in order to boost your website to the front page of Google. The lower the competition, the easier this is.

Your articles ought to be well written. Good ones may be picked up by other websites. This will increase backlinks and help your site do better on Google. Everything that can help increase your search ranking and get you on the front page is good.

Writing articles is one of the best ways to promote your business online and it works very well for building links. It is possible to get to the first page of Google without PPC. It just takes some hard work.

The writer is the Director of a marketing company. He has over twelve years of experience in online business advertising. His expertise in [seo software](#) and marketing for [herramientas seo](#) has provided a very good resources to small business owners.

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