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The Best Article Marketing Techniques

An increasingly popular technique for website promotion within the major search engines and increasing web traffic for several websites is by using article marketing strategies. You can have your website appear in the top search pages of the search engines if these techniques are used correctly.

To increase a websites visibility in the search engine results requires meeting certain standards. The first priority of the sites popularity is the page rank. If article marketing strategies are used properly a page will see increased page rank status quickly.

The use of article directories offer many benefits to website owners that include the ability to accumulate many backlinks to their site. One of the more important factors to submitting articles to these sites is to gain a backlink from a high ranked site. Your websites backlinks are considered while search engines determine your rank. One way links are considered the best kind in the search engines eyes so each time you can leave one behind the better they review you.

Article directory sites will give you a resource or bio box with each article submitted. The resource box is used to write your bio and also to include a link that will lead the readers to your website when clicked. The link is left behind to entice the reader to click thru and be directed to your site after reading the article, you want the article to encourage the reader to visit your web page.

The most effective method of article marketing is to create well written and informative articles that will tease the reader just enough that they are left wanting more. The reader should be able to get a feel for what you and your site are all about through the article. If you have a website that promotes drug rehabilitation then writing an article on how to deal with a loved one?s drug abuse would be a good idea.

The article will need to be delivering information on the subject but leave out enough to encourage the reader to want more. If you create an article that is uninteresting and the reader is bored you will not achieve your goal of having them click thru to your website.

Professional writers are often used for creating articles for directories. The writer should have a strong understanding of what article marketing is used for. The articles quality should be high and the English be grammatically correct. Readers will bypass articles that look to have been written by children or someone who does not speak English.

Article directory sites will reject articles of poor quality that they feel will not benefit their site. The article should be carefully planned out before any writing starts. You need to know what you want to say to the reader and what information you wish to share, consider this as building a relationship with the reader and earning their trust. Never forget to leave the link to your site in the resource box, this is one of the most important parts of the article marketing technique.

Justin Harrison is an internationally recognised [Internet Marketing](#) expert and entrepreneur who has built up multiple 7 figure online business and consults to some of leading online brands including Amazon, BBC, AIG and many others.

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