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Home Based Business - Highly Effective Article Marketing

Do you own a home based business? Do you market articles? If not, you are neglecting to take advantage of one of the most effective forms of marketing a home based business. The reason why article marketing is so effective, is because it provides both short-term and long-term benefits. Both equate to targeted traffic to your website. Thus, if you have not yet implemented an article marketing strategy, you should do so.

While those of us who own a home based business are selling something to our niche market, individuals in our niche market may not yet be in the position to make a purchase. Generally when someone within our target market is in search of answers, they are not looking to make a purchase. Rather, they are looking for information. The more niche specific articles that you write, the more likely that they will be found by someone in your niche market.

So how exactly does article marketing help home based business owners? As stated above, there are two major benefits. The short term benefit is immediately directing traffic to our website. The traffic comes from the article directories to which we submit our articles. The directories will generally allow you to place up to two articles in the author resource box at the bottom of each article submitted. Readers can click on these links, and be taken directly to your website.

If you are familiar with Search Engine Optimization, then you are aware of the second major benefit of article marketing. In either case, I will explain. The links in the author resource box which point to your website have the effect of making your website more popular in the eyes of the search engines. One way links to your website is one of the major factors in achieving rankings. Article directories generally have a great deal of authority in the search engines. Thus, these links transfer value to your website, and tell the search engines that your website contains valuable information.

When it comes to your content, articles give you the opportunity to establish yourself as an expert in your field. Once you are considered an expert in your niche market, you become a topic of conversation. People will begin to market you on your behalf without even knowing it. You will become a household name in your niche market, leading to a viral effect on your home based business.

As you may have gathered, I am a staunch supporter of article marketing for any home based business. It can be performed at no cost, and has both short-term and long-term benefits. I have to say that I was blown away with the results that I received, and fired my SEO company as a consequence. I strongly suggest that you take full advantage of article marketing.

Each and every individual who owns a [Home Based Business](#) should be engaging in article marketing. Use this tool to get the most out of your [Business Opportunities](#). Personally, I utilize article marketing extensively. Visit us at [SOSComplete.com](#)

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