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# **Article Submitting Will Increase Your Online Traffic**

Perhaps you are already familiar with some of the accessible information regarding article marketing. But we have observed that not all of it can be useful, it just depends on your particular needs.

Submitting articles to a index is a great way to gather lots of specifically targeted traffic for your site and the things you are selling. Article distribution can really make it easier to build a reputation for yourself as an expert in the niche you have chosen for your business.

Think over it: wouldn't you be much more likely to trust a person who has a lot of articles published on the subject that you are shopping for or trying to learn about? Wouldn't a person be a great deal more likely to purchase a product from a seller that has lots of results when you do a Google search for his name? When you compose and publish articles, you can be doing this for yourself. More and more people are going to come across your [filing bankruptcy](#) information site because of the fact you have a bunch of articles and other content dispersed everywhere.

Give it some thought: won't you be more likely to trust an individual who has released lots of articles on the subject that you want to learn most about? Aren't you even more likely to buy something from a man or woman who has lots of results when you look up his name in Google? When you generate and then distribute articles, you can help this happen on your own. More and more people will see your [filing bankruptcy](#) site due to the fact you have a lot of different article content allocated everywhere.

Before you start to publish a bunch of articles haphazardly, make sure that what you have written is written well. Any man or woman can certainly throw together two or three paragraphs and push publish.

If they couldn't, there wouldn't be a great number of information sites out there. If you really want to generate your reputation as an expert, however, you'll need to be sure that you have written a good article. Before you really submit, compose at least two drafts and get someone to read what you have written. More esteem is gained when you have created good articles. Nobody is going to finish reading an article that isn't interesting as well as factual. If it is riddled with errors people will click away quickly.

Send your articles only to the best directories. E-Zine Article Directory is one of the best respected article directories out there and has very strict rules about submission. Buzzle is also popular as is Article Dashboard. It is important, however, to remember that sites like Squidoo and HubPages are not article directories. Those sites are created for revenue sharing. Do a little bit of research to figure out which article directories are always turning up in Google searches and send your work in to them. You want your name to turn up a bunch when people hunt for your chosen topic or niche. This is how you can push traffic and raise your profit margin.

Only the top web sites should get your content. The E-zine Article Directory is probably the most broadly respected article directories out there and it has really strict rules about submission. Buzzle is yet another great one as is Article Dashboard. It is very important, nevertheless, to remember that internet sites like Squidoo and HubPages are not article directories. Revenue sharing is what they were made for. Check Google to see which article directories turn up over and over and then be sure those directories get your articles. You need to make sure that your brand is what people see when they search in your market or topic. This is how one can drive traffic and boost your profit margin.

Bill Palen loves writing about health issues; check out his video on [angular chelitis](#). This article, [Article Submitting Will Increase Your Online Traffic](#) has free reprint rights.

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