

Article Marketer 

# Article Marketing Step By Step

a beginner's guide to  
internet marketing success

# Introduction

## Getting Started With Article Marketing

When it comes to your business marketing efforts, efficiency is the name of the game. While you could spend countless hours individually submitting articles to site directories and publishers, there is a faster and more cost effective approach.

*The process is simple:*

1. You submit articles, choosing your categories to target your exact market.
2. Your articles are distributed to [thousands of potential publishers](#) across the Web who are hungry for good, solid content for their newsletters, content sites and e-zines.
3. Your articles are published all over the place, along with your author information and a link back to you site.
4. Having lots of [backlinks is the key](#) to improving your search engine results position and driving traffic to your site.

Article marketing is extremely effective because it's highly targeted. Truly relevant sites and newsletters will publish your

articles so you're sure to reach an interested audience. And the [Diamond Assurance](#)<sup>TM</sup> review means that your articles will meet each publisher's guidelines. And that means better exposure.

How do we know this strategy works? Listen to what this home-based entrepreneur has to say about his [real-world results](#).

The big names in search engine ranking like lots of links on relevant sites. They eat 'em up. Effective article marketing utilizes [Yahoo-icious](#)<sup>TM</sup> distribution practices. It's that search-engine friendly approach that will [boost your PageRank](#), and get your website that exposure you need.

Ready to get started? [Subscribe now](#) and discover how well article marketing works for you.

# Chapter One

## Getting Results: Build Your Online Business with Article Marketing

**You:** Intelligent, informed small business owner tired of feeling invisible to search engines.

**Us:** Eager to show you how to rise to the top of the results pages, publish your work on hundreds of websites, and see traffic to your site increase dramatically.

So, exactly what kind of results can you expect? It all comes down to links, SERPS, traffic and sales.

### Immediate Links

Do you feel like Google doesn't know you exist? With article marketing, you'll get Google's attention when you [build a steady stream of new, relevant links](#) to your site

When you submit through Article Marketer, you take advantage of the industry's [largest distribution list](#). These content publishers and editors are eager for fresh, informative content. They'll start using your articles and posting links back to your site, usually within a few days of getting your article out there.

You'll notice an almost immediate rise in traffic your site. And your articles keep going out, thanks to our [Constant and](#)

[Never-Ending Distribution](#)<sup>TM</sup> process, adding more and more links over time.

## Content Distribution, SERPS, and Your PageRank

Your Search Engine Results Position (SERP) can make or break your online business. Are you buried down on the fifth or sixth page of search results? Change all that with article marketing; submit new articles, and the [Constant and Never Ending Distribution](#)<sup>TM</sup> keeps those links building 24 hours a day, 365 days a year.

Have you ever Googled yourself? It can be quite revealing.

If you host a website, search for your name or your site's name using Google's search engine and you will probably appear at the top of the results page. Now search for the product or service you offer. Wouldn't it be great to see your site magically appear on that first page of results?

Article marketing can give you that edge.

How do search engines determine a site's SERPs? [According to Google](#), improving your PageRank is the key. And their determination of PageRank is based on the number and quality of relevant backlinks to your site. As [your PageRank](#)<sup>TM</sup> [improves](#), your SERPs rise.

And appearing in the top 10 keyword search results dramatically improves your traffic and increases your site's credibility.

## Improving Your SERPs Attracts Qualified Traffic

Imagine the sales increase you could see if half or more of the people who click on your link are already interested in what you have to offer. When you write solid, informative content and distribute it via article marketing, that is exactly what you'll see.

*How Will Article Marketer  
Drive Qualified Traffic to my site?*

**Widespread, continuous, never-ending distribution:** The more places your article is published, the more opportunities people worldwide have to check out your site.

**More niche categories:** People often go online looking for information about a very specific topic. Choose from the [largest list of niche categories](#) in the industry. Narrowing down the category your article addresses goes a long way toward finding your target audience—the people ready to do business with you!

**Build credibility and become an expert:** Want to be considered an expert in your field? Many of Article Marketer's authors already enjoy widespread recognition as experts—simply because they've used article marketing to put their names out

there. One of the easiest ways to become an expert is to continuously submit content to publications. Editors will start to recognize your name, and will seek out your content above others. It's a great way to ensure your customers trust you as a reliable source.

**Ensure publication:** Article Marketer employs a team of live, human reviewers who read each article submission and check it against our 150-point [Diamond Assurance](#)<sup>TM</sup> review. They will help you make your article sparkle and shine before publishers even lay eyes on it. It's just one more great benefit you will get when you sign up for your account.

## Qualified Traffic Means Better Sales Conversions

At this point you might be thinking, "Okay, all the traffic, links and improved SERPs are great and everything, but what about the bottom line?" It's simple math, really. If a certain percentage of your visitors make a purchase, you can drive up sales simply by driving up traffic. And, since pre-sold visitors will be more likely to buy, the percentage of your visitors who are ready to buy will increase as well. **More traffic + presold customers = \$\$\$#!** Article Marketer has already helped thousands of online marketers of all suits and stripes to boost their business. With this [simple three-step process](#), take advantage of effective internet marketing and watch your business defy expectations.

## Chapter Two

### The Four Keys to Success

#### First Key: Meet the Guidelines

To increase your exposure, you want your articles to meet the guidelines for as many publishers as possible. If you chose to distribute your articles through software, manual submissions or another submission site, meeting all the guidelines would eat up lots of your time. We do a lot all of that drudgework for you. And the [Best Practices Guide](#) gives you an insider's view into what the publishers really want.

#### *Submit at the Right Pace*

Since some publishers only accept a limited number of articles per author per day, week or month you need to make sure your articles are submitted at the right pace for each publisher.

With Article Marketer, we'll handle all those details for you. We've got this article distribution thing figured out.

#### *The Diamond Assurance™ Review*

Once you decide to send those article out to thousands of publishers, make sure they don't contain any errors that could

prevent publication. Does the thought make you itch? We've got the right medicine: Article Marketer's unique [Diamond Assurance](#)<sup>TM</sup> review. Each article you submit will be reviewed by real, live human beings and checked against a 150-point checklist of common errors. If they find anything that might turn a publisher off, they'll let you know, and even give advice on how to fix it.

### *Resources for your success*

Once you've reviewed all the resources at [Article Marketer University](#) you'll feel like you've got an article marketing degree. The free audio classes, podcast downloads and e-books will help you learn new ways make your article marketing campaign successful.

### *Custom articles, made to order*

Leave your office, abandon your desk, ignore your keyboard. Implement a successful article marketing campaign without ever writing a word. We've partnered with a professional article writing and editing service to create high-quality, custom articles written exclusively for you.

Their staff of writers creates articles (completely from scratch) for clients around the globe. Each article is fully researched and speaks directly to your target market. All content is yours to keep; you own all the rights and you can distribute it under your name. [Place your order today](#), and you'll be building links in a few days' time.

## Second Key: Dive Deep and Go Wide

To be an article marketing success you need to send your articles and links down deep and out wide to as many places as possible.

### *Constantly Updated Distribution List*

The Internet publishing world is constantly changing and our huge [distribution list](#) changes right along with it. Submit with us and you can be sure your articles are going only to active publishers.

### *Automated Account Creation*

Save yourself lots of time and trouble and let us automatically create accounts for you at all the many article directories we submit to. You can thank us later.

### *Submit to a Huge Category List*

We have the biggest [niche category list in the](#) business. Submit articles on topics from accounting to writing and everything in between.

## *Submit Unlimited Articles*

Why limit yourself or let exorbitant per-article rates get between you and Internet marketing success? Go for the distribution service that allows [unlimited submissions](#).

## *How Much to Write*

Many people new to article marketing stress out about how long articles should be, how often they should submit, when they should submit and to whom they should submit.

We say, don't stress. A good rule of thumb is 750 words per article at a rate of two articles per category per week..

Your content doesn't have to be long or Pulitzer Prize material. All you need are original, informative articles about absolutely anything you want. You can write about any aspect of your business. Do you sell boating gear? Write a "How To" piece on keeping your boat in ship shape, or product comparison between two outboard motors, or a fun piece about the best party beaches for boaters. Those articles will be read by other boaters, interested in what you have to say...and sell.

## **Third Key: Submit Over Time**

Sticking around is the key to effective internet marketing and the best way to do this is to submit articles on a constant and never ending basis.

Not to worry, [constant and never ending](#) does not mean that you will be chained to your computer, submitting articles 24 hours a day. It happens automatically, whenever a new publisher comes on board. The distribution system takes another look at all your previous articles, and sends the new publisher anything that matches their requirements. Automatically.

For even more flexibility, use the handy [Article Auto-Pilot](#) to load articles as you like, and schedule them to go out up to a year in advance.

Take advantage of both instant links and those gathered over time. Being a constant presence in your niche market will encourage people to trust you. Once you're a trusted source of information, readers will begin to turn into customers and you'll be able to retire to that beachside cottage.

Slow and steady really does win the article marketing race. Who knew Aesop was an internet guru as well?

## Fourth Key: Tracking Your Submissions

You've gone to the trouble to create excellent content that really gives the reader some fresh information.

You've submitted your work to Article Marketer, and we've distributed it all over the place on your behalf.

Now the burning questions are to which directories were your articles submitted and more importantly, on what sites are they appearing exactly?

Answer these questions quickly with real-time reporting features. Track submissions, distributions and exposure [reports, At a Glance](#), anytime you like. Just log in to you account, and click on your reports. Prove to yourself just how hard those articles are working for you.

## Chapter Three

### Everything You Need to Succeed

## Constant and Never Ending

Unlike stale software and static sites, Article Marketer's ever-growing, ever-changing community is fluid and constantly updated. Even if it has been months since you submitted your article on the merits of cordless drills, as soon as a new publisher joins our distribution list, we check to see if your article is appropriate for their categories.

This is done automatically and is an important part of our distribution service. As you well know, the Net is in a constant state of flux and new sites, publishers and distribution channels appear on a regular basis.

Submitting with Article Marketer will ensure that you get maximum mileage and exposure for your articles. The best part is, [Constant and Never Ending Distribution](#) is FREE for all quarterly, annual and lifetime members.

## Article Auto-Pilot

The [Article Auto-Pilot](#) feature allows you to write and submit large batches of articles and then queue them up for distribution. You are in full control of your distribution queue,

which means you can set it to the maximum or choose when you'd like your articles to be distributed.

Queue up your articles; if you've got a free weekend to write 30 articles, that's fine. We'll sort them out so that the next 15 weeks are taken care of.

Perhaps your business is selling handmade Christmas stockings. You've got loads of time in February and March to write articles but there is very little point in distributing them in springtime. With Article Marketer, you can submit everything, set the distribution time to start in November and forget about it.

You'll get more links because you are submitting on a constant basis, have more time because you can distribute automatically. You might even be able to trim down your staff, which would leave you with more profit!

## Free Resources to Improve Your Writing

To help you out even more, we created Article Marketer University. The resident experts at [Article Marketer University](#) will teach you everything you need to know about online marketing for free. You can learn how to Be Your Own Best Promoter and Double Your Writing Speed—a tool that is guaranteed to take the dread out of writing articles.

## Chapter 4

### Generate a Publicity Storm

When you publish your content online, you'll see a snowball effect on your profits.

You'll get lots of links from Google, growing name recognition, and more pre-sold traffic to your site! Plus, your SERPs will improve quickly and radically.

Editors all over the Web are eagerly awaiting your content! E-zines, e-books, newsletters and all sorts of websites need relevant, royalty-free articles. Subscribe today and be wowed by your worldwide exposure.

#### *What You Can Expect*

- Tremendous distribution to thousands of people on hundreds of websites, article directories, and email lists
- More niche categories than anyone
- The longest distribution list in the industry
- Author control panel to review and edit your articles

- World class support and comprehensive attention
- Real live human reviewers read your articles for FREE
- Article Marketer University ensures that you are successful
- One-touch article submission
- Schedule articles for future delivery
- Complete Distribution Reports tell you exactly where your articles have gone
- Full Exposure Reports show you exactly where your articles appear on the net

...so many features put you in charge of your article marketing campaigns.

Do you have a foreign market? Hey, we do global! We distribute to English content sites around the world.

The best part about it is that you get all of these features for each and every article you submit. That means you're building your business one article at a time, and article by article your recognition and reputation are growing and improving. [Sign up today](#) and get started generating YOUR publicity storm.

## The Bottom Line... Article Marketing Works

Write. Submit. Publish. It sounds too good to be true. There is no quicker way to get the word out about your business and there is no better way to do it than through Article Marketer.

Remember: You are writing about your business and there is no greater expert on the subject than you! Write with confidence and conviction, and harness the power of article marketing for yourself.

Write. Submit. Publish. Flourish. Profit. Become an Article Marketer and find online success.