

## Building Links by Using Article Marketing

Article marketing is such a powerful internet marketing exercise, and one of the most important things about it is the linking strategies utilized in article marketing. Article marketing is a truly wonderful way to get much-needed back links to your web site. When you submit your article to the various article directories, they will generally allow you to place several links back to your web site.

As you know, back link is needed for SEO purposing, it's called off page optimization process. The question is why article directory make your website higher in search engine rank? The answer is article directory will send you one way link to your site, and this back link type is good in search engine eyes.

One way links and search engine rankings have a great cause and effect relationship. Think of it as a business referral scheme. The business with the more referrals is most popular and hence, search engines place them higher. The reason behind it, as many place it, is that the more links you have, higher are the chances of a visitor coming to your site over these links!

You can write thousands of articles and submit them in article directory websites. This is the best way to develop your website back link. Article directory is better than website directory, because article directory are not blacklisted like most website directory. And most website directories need link exchange to their site, different with article directory, it will give you one way link and it's good for SEO advantages.

Remember you don't only get back links from article directory, but from many website that using your article. Since the article directories have to keep your resource box intact, this gives result in a link back to your website from every site that uses your article. Since your article must be relevant to the theme of these websites, the back links are all from relevant web pages, and these are valuable in improving Google's perception of the importance of your website to the keywords concerned. These back links can result in a vastly improved placement in search engine listings.

Important thing you must consider to create your article to submit

### 1. Keyword Density

Remember your back links will more valuable in search engine when it comes with relevance information, so optimize your keyword in your article. An article must have good keyword density for a search engine to feel" its presence. Articles should at least have ten to fifteen percent of keyword density in their content for search engines to rank a site high in their search results. Getting a high rank is what articles do best for a site.

### 2. Good Article Content

Like what is stated above, you cannot just riddle an article with keywords. They must also be regarded as good reading materials. Articles must be able to entertain people as well as provide good information and help for their needs. Articles should be written well with correct spelling and good grammar. If you want people to trust you, make your work good and well thought out.

## About the Author

Written by [Yummy Articles](#), an article directory. To know more visit [Yummyarticles.com](#) and [learn more about yummyarticles.com](#)

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