

Article Marketing For Success: How To Write Articles That Get Read

Why are you writing articles?

Writing articles can be used to entertain and/or inform, build your credibility as an expert in your niche, to make sales, or to increase your search engine page rank.

Best of all, you can do all of these at the same time, and I will show you how in a moment.

But first, I have a secret for you ... you will not achieve any of these goals unless your articles get read. Effective article marketing requires writing your articles so people will read what you write. Here is how to do it.

1. Find out what people want to read by browsing forums, blogs, and Yahoo Answers, and looking at questions people are asking.
2. Find the most popular keywords for what people want to read. Go to Google, create an AdWords account, and enter keywords from your niche into the AdWords Keyword Tool.
3. Sprinkle the most appropriate popular keywords throughout your article and the title so people can FIND your article.
4. Make your article provocative and to the point, and use the following guidelines so people will READ your article.
 - * Keep paragraphs to 3 sentences or less. This creates a lot of white space that is easier to read.
 - * Hook the reader with a curiosity-invoking question or promised benefit of obtaining pleasure or avoiding/reducing pain.
 - * Reveal a useful secret, technique, or fact that will raise an eyebrow.
5. In the Resource Box (a.k.a., Bio Box), reveal how the reader can get more information with a provocative offer such as a free video, ebook, or report by clicking the link to your website (i.e., backlink). These backlinks will increase your search engine page rank and result in traffic and sales.
6. Include your name and upload your picture to build credibility. Plus, your picture will naturally draw the reader's eye to your link.

There are many How To publications on article marketing, but the heart of all of them is simply writing articles people want to read. If you follow the guidelines above, all your articles will be more effective to accomplish your goals.

About the Author

Article marketing is one of the top 6 most effective techniques for marketing on today's Internet. Click here

(<http://www.Autopilot101.com/videos/top6.htm>) to watch a FREE VIDEO about all 6 marketing techniques, and get FREE SOFTWARE for writing your articles fast (The 8 Minute Article Writer). Written by Dr. Bryan Stoker

Source: <http://www.articlegods.com>