

Article Marketing Made Simple



by Valerie M. Edmon

About the Author



Valerie Edmon began exploring the world of online marketing just after graduating from UCLA around 2005. She began exploring PPC advertising and moved swiftly into content creation. She found that by creating web sites that answered some of the burning questions people commonly had in various hot niches, she could earn a profit while still benefiting those she served.

It wasn't until 2010 that Valerie decided to enter the online marketing niche and has been creating content and providing coaching that helps guide others to achieve their blogging goals.

To join her mailing list and receive free tools, tips and personal guidance, sign up here: [Make Money Blogging](#).

To check out her latest book, click here: [The Make Money Blogging Blueprint](#)

Article Marketing Made Simple

The Power of Article Marketing

Article marketing drives traffic when an article directory publishes your article. Because article directories are so highly ranked in the search engines, your article shoots to the top of Google's search results pages for whatever keywords you include in your article bringing you a rush of traffic that's nearly impossible to achieve any other way.

The visitors you get through the links you include at the bottom of your articles tend to be extremely responsive and receptive to you once they reach your blog because they've not only found what they were looking for when they typed in their search keywords into Google, but they read your article and got a taste of your style and voice and decided that they want more information about you. They've been compelled to click through for more. There is possibly no better source of traffic online today than article marketing traffic so I strongly encourage you to utilize this technique in your blogging efforts.

How to Get Started With Article Marketing

So first of all, head over to EzineArticles.com by clicking [here](#). Click "Join Now" in the top right corner of their homepage. Creating an account is free, so go ahead and fill in your information so you can get started right away. Once you've created an account, you need to create an author bio so head to the "Profile Manager" section of EzineArticles and let's create a compelling bio now.

Author Bio

Your author bio is simple. Give a short and sweet summary of your background and expertise and then include your blog's web address so that if people click on your extended bio, they can find out more by visiting your blog. Make sure that you mention your free giveaway if you have one. Here is an example of my own bio that you can use as a guide:

Valerie Edmon is an expert at creating simple but professional blogs from scratch that turn problem-solving information and

products into a source of profit. Her new Make Money Blogging Challenge aims to provide step-by-step instructions and ongoing assistance to help you set up a money-making blog in just 7 days for FREE. Will you rise to the challenge?

Notice that there's enough information to detail not only what it is I do and how it can benefit the reader, but also to offer an enticing gift and leading question that compels the reader to click through and find out more.

Once you've created your own bio, it's time to actually start cranking out some articles. So let's come up with a plan for your article marketing campaign.

What to Write About

Many people struggle to come up with topics to write about for their articles but actually this is the easiest part. Here's a super simple way of devising a no-fail plan for providing your readers with all the information they're hungry for.

Start by breaking your niche down into ten subcategories. You basically want to come up with the top ten topics that make up your niche. For example, if you are in the weight loss niche, you might break this down into the following ten topics:

- I. Food
- II. Metabolism
- III. Exercise
- IV. Supplements
- V. Motivation
- Etc...

Your goal here is to think about the readers who are going to be coming to your blog. What are the ten main problems they're facing? Once you have your list of ten, get ready to fill out what I like to call my **Xx10** outline.

*(*Note – The number 10 is not a hard and fast rule. Come up with as many or as few topics you feel encompass the main areas of your niche.)*

For each of your ten categories, we are going to write ten questions someone might ask about these topics. So for our weight loss example, for the "food" category, we might ask the following questions:

I. Food

1. What foods will help me lose weight?
2. What foods will make me gain weight?
3. How much food should I consume each day to lose weight?
4. What snacks should I eat when I'm dieting?
5. What do carbs have to do with weight loss?
6. Etc...

Now do this same step with the remaining nine topics. Again, ten is not a magic number. If you find there are fewer or more questions that cover the main aspects under each topic, that's perfectly fine. Your Xx10 outline is simply going to serve as your plan for content creation. When you finish this outline, you will have 100 strong ideas for blog content!

Now it's time to repurpose these questions into articles. Let's jump right in and discuss how an article should be structured so that you maximize your article writing efforts.

Article Title

The first thing your potential article readers will ever see is the title of your article so it's extremely important that you have a compelling title that makes people want to click to read the full article. The way to do this is to be specific about what the article is going to discuss. That's all anyone's ever looking for online: specific information that answers their specific questions. We also, however, want to utilize our title to please the search engines so that our article appears high in the rankings for the keyword phrases that people are typing into their search engines in order to find us.

I am not going to go into detail about search engine optimization as it is beyond the scope of this guide, but I will show you a simple way to create keyword-rich article titles that will get lots of views straight from the search engines. Start by thinking of a keyword phrase that someone might use to find your article if they were interested in the specific topic of the article and then follow that keyword phrase with a specification of what will be discussed. For example, let's say we're creating an article for the weight loss niche and we're specifically targeting rapid weight loss in this article. A good article title might look something like this:

Rapid Weight Loss – How to Lose Weight Fast Without Exercising

That's an extremely keyword-rich title that is specific about what the article is going to cover and that would entice the reader to click and read more if they were specifically looking for how to lose weight fast without exercising. Remember, your goal is to get *targeted* visitors to your blog and there's no better way to this than to give them the *specific* answers they're searching for.

Now it's time to create the article itself so that you prove to the reader who clicked through your title that you do in fact have their solution and the expertise to provide even more benefits to their lives with everything your blog has to offer.

Length and Structure of an Article

An article is composed of similar elements as a typical blog post. Start with an introduction that tells the reader exactly what you'll be covering in the article. Your introduction should be approximately 2-3 sentences long and should not answer the question or address the issue raised by the headline. It should merely introduce the reader to what's to come. Entice them further into reading your body by saying something like:

Here are some simple tips to help you [article topic]:

Now they'll want to read on to find out what those tips are. Here's where the body of your article comes in. In the body, you do exactly what you said you'd do in your intro. Address each of the main points you mentioned clearly and concisely. Even more so than in your blog posts, keep your writing extremely simple. Don't go into too much detail because most people reading these articles want an answer fast or want to be directed elsewhere to read more detail. Simply write 2-3 paragraphs, each of which addresses one of your main points, keeping each paragraph between 5 and 7 sentences in length. Keep it short and break each paragraph up with a space between them to keep the article visually appealing to the reader. You should end up with an article between 250 (that's EzineArticles minimum word count) and 400 words. I have found that the sweet spot hovers just under or around 300 words.

Now here's the kicker. The key to getting people to leave your article and come to your blog is to find the balance between answering the question they are expecting you to answer while still leaving them hanging at the end. You want them to see that you *do* possess the knowledge but they can't get it all unless they come check out your blog. In other words, write an article that

provides them with a helpful tidbit but that still entices them to want to read more of your writing.

One excellent way to do this is a technique that I use in all of my article writing and that is to *exclude* the traditional concluding paragraph. Because we've grown accustomed to reading short articles or posts that are made up of an intro, a body and a conclusion, our mind naturally searches for the conclusion, which leads your reader straight into what EzineArticles calls the "Author Resource Box". This is where you'll help lead your readers to your blog and onto your list.

Author Resource Box

So now that you've purposely left a conclusion off of your article, we better figure out something to wrap it up in a strategic way! This is where your author resource box comes in. Your resource box is extremely important to your article marketing success because it will be seen by everyone who reads your articles and it is the mechanism that will drive the most targeted traffic through to your blog. The goal of your resource box is to give your readers a reason to immediately click through to your blog. To do this, you need to entice them with a great offer. Here is an example of a wildly success resource box template:

Do you want to find out more about [article topic]? To check out more FREE tips and tactics, [click here](#).

Keep in mind that the "click here" phrase is going to be a link and that link will connect your article reader to your blog. Do you see how enticing that is especially when you consider they've just read an article that didn't include the expected concluding paragraph?

To link out to your blog from your resource box, you're going to use the same code we did to add an affiliate link to your blog posts. So your resource box will look something like this:

Do you want to find out more about [article topic]? To check out more FREE tips and tactics, click here.

When you write your articles, copy that into your resource box and replace the brackets and the web address with your own article topic, and insert your

own blog's web address. This is a guaranteed way to get the most valuable readers to your blog.

And there you have it! That's a simple guide to article marketing. If you adapt this strategy to the needs of your own blog business and your own readers, you will not just get lots of traffic but you'll gain loyal followers who are sure to become your most valuable customers.

Please let me know what you think of what I've just shared with you. I'm always available by email and will respond as quickly as I possibly can.

To your blogging success,

Valerie M. Edmon

A Note From the Author

Using the techniques I have outlined in this book, I've been able to find great success in my businesses online. Your ability to duplicate my success will depend on your relentlessness and your willingness to try these techniques and adjust as you see fit according to your own analysis. Put in the hours writing blog posts, articles and emails, testing every element of your campaign and communicating openly with your readers. Be aggressive in your efforts and never forget your main goal: to provide your readers with solutions to their problems. Do this and the reward will come.

When I first started out earning an income online, it was minimal. That's because I never stuck with any project I started for long enough to really see it through. I'd earn the tiniest profit and then give up rather than figuring out exactly where that profit was coming from and how to multiply that success. When you start out, always view it as a test and work yourself slowly towards perfection.

Just like any other form of work, blogging is going to require time and commitment. But the brilliant thing about blogging over other normal jobs or careers is that you can do it anywhere and your efforts continue rewarding you forever. If you write and publish an article, it brings you traffic as long as you let it. If you write a book, you can sell it for years. The posts and emails you write will always be relevant and provide solutions to the problems you are being paid to solve.

So get out there and start blogging!

To your success,

Valerie Edmon