

Article Publishing

One of the most systemic forms of e-marketing relates to the creation and publication of articles that are directly related to your type of business. You can find article websites that offer free articles that cover almost any topic that you can publish on your website or post for others to download. All that is required for you to post your article or take one is the resource box at the bottom of the article that has links back to your website and gives you credit for writing the article.

Let's look at the rules of article publishing for creating and generating web traffic to your website.

Article Title

Your title needs to have keywords as well as a good concise description of content. Time spent on coming up with a good title is time well spent. You are competing with a lot of other articles. It is not always possible to come up with a title that is both interesting and contains your keywords. Therefore, it is sometimes more important to write a catchy title that does not contain your keywords than to incorporate your keywords in a dull title. I wrote an article about meditation called "The Mind is Like a Frisky Monkey," that has spread virally very well across the Internet. Even though it does not contain the keyword, meditation, it has done very well and is published on over 550 unique websites. Each time the article appears it contains the resource box that leads back to my meditation websites.

Article Length

The article should be from 400 to 800 words in length. It will be keyword rich, of course, but be sure not to extend the length beyond 800 to 900 words. If the article is getting longer, break it into multiple parts and publish as part 1, part 2 and so on or create 2 articles on the same subject.

Who Writes the Article?

Not everyone is born to write, so it's a good thing some are. If you have difficulty writing your own articles, there are many sources for "ghostwriters" including but not limited to: www.elance.com to www.rentacoder.com.

Precautions About Unique Content

Articles can be posted in multiple locations: your website, article directories, and your blog. Note: you will want to change the article by at least 25% for every location that you post it. This is not difficult to do; simply rearrange the headings sentences and paragraphs. When you publish to an article directory, such as www.ezine.com, if your article becomes popular, it will be replicated over and over across the Internet. However, your blog and your website are related to each other with the same links, names, and keyword content, this is not a problem with duplicate content since you are not doing the re-publishing. So the rule of modifying your content by 25% relates to whatever and wherever you publish. The article that you post at the website should also be different from the article published on your article directory because you are leading people back to your website via your web link.

How Often Should You Publish?

Perhaps once every week or two if possible, it's good idea to set up a regular interval of publications. However, if you do not have the time to do this, don't succumb to the temptation to spend one day publishing 10 articles to article websites. Besides, the process of publishing an article can take a considerable amount of time without publishing software.

How Do You Publish Articles?

One of the best tools available for publishing articles is a software program called Article Announcer (<http://wetrack.it/eza/a/tao/e/26>). AA allows the writer to publish to multiple article directories and keeps

track of what, where and when your articles are published. It also allows you to prepare articles and have someone else publish them with the free version, Article Announcer Lite.

Formatting Your Articles

The article directory may only allow simple text formatting with line length not to exceed 65 characters and may not allow HTML formatting. You will want to format your article as a text article with 65-character lines for basic publishing. If the directory you are posting your article to does allow HTML formatting, you should not use this option unless you are familiar with some basic HTML formatting codes. If HTML is a problem for you, plain text will work just fine. Make the article accessible by not going overboard; that is, avoid italics, bold, bullets, etc. Remember you are trying to get your article picked up by directories and other websites looking for web content on your subject; make it easy for them to do this. Also, it will be easier for you to publish your article and avoid non-text formatting codes if you write your article in a simple text format program like WordPad or Text Edit.

Copyright ©2008 TAO Consultants, Inc. All rights reserved.

Chesa Keane has been designing and developing web sites with an eye toward search engine optimization and traffic generation since 1995. TAO Consultants offers online web and SEO courses to help you make the most of your web business and investment at the www.computergoddess.com website.