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12 Tips for Writing Articles on the Internet

By David McKenzie

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I have compiled a list of 12 tips I think should be helpful when you are writing articles on the internet.

1. Use lots of white space. People like to read in 'chunks' of information so have lots of space in your background.
2. Use short paragraphs. Following on from tip 1 keep it short and let your visitor read little pieces of information at a time.
3. Use the occasional exclamation mark (!) to get your readers attention. But please do not over use this as many people now appear to be doing.
4. Ask a question so that your visitor will read on to find the answer. This keeps the readers attention focussed.
5. Put a lot of thought and effort into your heading. If the heading does not get the visitors attention straight away then they will just move on and not even read your article. Try 'The 7 Secrets to Successfully breeding Cane Toads' rather than 'How to breed cane toads'.
6. Use bullets to quickly outline a number of points that may be important in your article. Readers can scan through these.
7. Use numbers if this is appropriate for writing an article. For example the way I am writing this article.

8. Outline the benefits to your reader. They want to know what they can get out of reading the article so portray the benefits of what you are writing about.

9. Do not waffle. This is never more important than on the internet. People get bored quickly and there are a million other articles they could be reading instead of yours. Get to the point quickly – in the very 1ST line!

10. Target your article. Make it on one topic only and stick to the topic. Do not try to write about 2 or 3 things in the same article. Keep your focus on one topic to keep the interest of

your reader.

11. Conclude with a strong message. A message that summarises your article or gets your reader to take further action.

12. Finally, be humble. People admire people who are humble. Do not talk down to your readers.

Learn as much as you can about writing on the internet. It really is different to writing in the offline world. Read as many articles as you can and see which ones you find easier to read.

David McKenzie is the author of a new e-book titled "How To Write Free Articles and Market Them With a \$0 Marketing Budget" Get a Free 5 Day Email Course <http://www.brisney.com/how-to-write-free-articles.htm>

How to Increase Your Sales by as Much as 300 Percent

By Robert Culpepper

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Are you struggling to get traffic to your new website. If you are like I was when I first started you are so overwhelmed by the sheer magnitude of it all that you just don't know where to start. May I offer you a surefire suggestion in getting the word out about your site or product?

Write a free article and submit it to all the ezines you can gain access to in your niche market.

No matter how inexperienced you may think you are, believe me, you can always come up with something that someone else doesn't know. There are literally millions of people that would like to

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know what you know (or can find out). For more help visit:

Top Seven Tips for Writing Articles on the Internet

<http://www.bookcoaching.com/freearticles/article-21.shtml>

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<http://www.brisney.com/internet-writing.htm>

In this age of information, you can learn anything you are interested in by searching the internet. Just do a search on your favorite search engine (mine is www.google.com) for information on your subject. Read and digest all the information you can, then write your article.

Keep your article concise and to the point. Look at my first sentence. My point is getting traffic to your new website.

Once you have your article written include a resource box at the end of it that tells who you are and where the reader can find out more information about you and your website or product. See mine below.

Thanks for your attention and happy marketing.

Robert Culpepper is a 100% Disabled American Veteran who enjoys helping other homebound persons create a sense of usefulness and achievement. You can check out some of the things he is involved in by going to his website at <http://www.grandpasemporium.com>



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