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**6 Ways to Leverage Technical Articles**

**By Christine Taylor**

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Technology vendors often contribute bylined articles to trade journals. The articles are great exposure for these companies but they don't come cheap - the trades rarely pay for these articles but the vendors spend time and resources to assign pieces, write them, approve them and submit them. Your PR agency can help your clients leverage their investment by wringing top value out of these articles. Here are some possibilities: Reprints White papers Product briefs Booklets Speech outline and handouts

**Reprints**

It's pretty galling to contribute a byline to a publication, only to turn around and spend major bucks for reprint rights. But reprints are good things: they significantly increase your client's exposure to the market. Make sure you use the reprints anywhere you can, including press kits, presentation handouts and conference take-aways. Post them on your site too. Even if you haven't paid for electronic rights you can probably link to the publication's URL, assuming they've posted your article online. (It doesn't hurt to ask.) If you've got digital reprint rights and are posting the article on your client's site, avoid using a scanned hard copy of the printed article - the resolution is poor and not very readable. Create a .PDF file and use that for posting and downloading.

**White Paper**

Please don't use the published article as is for a white paper -- even if you retain all rights it's shamelessly self-plagiarizing, and if the publication retains all rights it's rather criminal. However, you can use the article text to form the technology section of a white paper. Edit for length as necessary and re-work the text to emphasize your client's product and technology take. Then add white paper elements like a beginning executive summary and a problem statement. Follow these with your technology section, and then add details on how your client's product will solve the problem, a customer case study, and a conclusion on how great the product is. (You can always switch the order

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by writing a white paper first, then editing the technology section into a bylined trade journal article.)

### Product Briefs

The article can serve as a great basis for expanded product briefs - say the front and back of an 8-1/2x11, or a longer technical brochure. Edit the article for length and jazz up the text, and you've got a solid technology basis for the marketing document. (Good marcom can explain what a NAS gateway is, but not by yammering about "enterprise-wide intelligent data management portals." Puts readers right to sleep.)

### Booklets

One of the best press kits I ever saw included a sharp and informative booklet on the vendor's technology. The booklet explained the general technology's development and background, presented

the vendor's product, and listed clear customer advantages. It impressed both journalists and customers in a way a press release or even a white paper wouldn't have done. Booklets are labor-intensive, so use your trade journal article as the basis for writing your own.

### Speech Outline and Handouts

Use existing articles as the basis for client speeches and presentations. Since trade journal articles are usually vendor-neutral, they'll work as-is for similar talks. When the presentation is about a product you can still use the article outline for the background technology and analysis then add product details, customer case studies, and Q&A's. You can use article reprints as a handout, or turn the outline into speaker's notes and use that instead.

If your client gulps at the cost of developing a trade journal article, don't leave them gasping for breath - list all the ways they can leverage it to increase market exposure and profits.

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Christine Taylor is president of Keyword Copywriting, which helps marketing and PR pros leverage their relationships with technology clients. E-mail her at

, call her at

760-249-6071, or check out Keyword's Website at

Christine writes technical marketing communications for data storage, networking and pharmaceutical clients, including: EMC Commvault Quantum StoneFly Networks Sybase Maranti Networks ClariStor Fujitsu AES Obagi Medical Products

She specializes in trade journal articles, white papers, press kits and online content. She serves as a contributing editor to Computer Technology Review and acts as editor-in-chief for Storage Inc. and

Storage Management Solutions.

Before moving into technical journalism and marketing she served 20 years in the IT trenches, including systems administration at Avery Dennison's Research and Development division.

### **Good Quality Technical Content Is The Only Way To Get High Search Engines Ranking**

**By James Marriot**

Most browsers use search engines and directories to search for information on the Internet. And therefore search engines are an effective way of acquiring visitors to your technical site. But good rankings in search engines, you'll need the help of a technical content writing service to write key word rich quality technical content. And one way to do this is to outsource your Technical Content writing to India. But, if you want to make sure your visitors keep coming back for more, then you need good quality technical content.

The first part of the process is getting more visitors to your technical site through search engine promotion and other conventional marketing methods. And the better your technical site content, the higher your chances. For this you've to increase the visibility of your technical site. A common technique that these technical content writing companies in India, often, use to ensure good ranking in search engines is to write articles pertaining to your site's topic. And keeping an archive of such articles on your technical site will help build your knowledge base. And anyone searching for information on the topics that you've written about in your technical site will find your articles listed in their search engine results. And the chances are that they'll probably buy something from you once they visit your technical site.

And with increased visibility, more visitors will come to see at least to see what this hype is all about. The second part is the more difficult one: keeping the visitors interested and making them come back for more. For this to happen, you need to provide quality technical information on your technical site. And for this, the best option is to seek the help of offshore technical content writing services that are easy to access. Quality technical site content will go a long way in increasing a technical site's search engine visibility. It'll also improve the site's conversion rate. Quality technical site content means happy visitors, which in turn means a technical site recognized as an authority and with good ranking in the search engines.

Then, the key here is technical content. So, for good quality technical content, you'll need the help of a good technical content writing service in India. And the best way to decide if the technical content writing service is any good is to take a look at some samples of the kind of work that they've done. One thing that you need to check to see is, if the content is relevant to your technical site. The content should have an apparent pertinence, suitability and purpose, to the topic at hand. Another important thing to keep in mind with regard to technical content writing is that the information provided in your technical site should be reliable, and linked to reputable external resources.

Also, all the information that a visitor to your technical site requires should be easily retrievable via the main body content, "site search" text entry box, site map, site index, or plainly and sensibly categorized

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