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Article Marketing Part 1 – Content Is Still King

By Zamri Nanyan

– who have been trying to win the search engine battles – ignore the rules and try to be 'smart'. They used software and tools to trick the search engines to get their websites indexed highly but only to find out that their websites were banned a month later.

Don't get me wrong! There are actually some legitimate tools that can help you get your websites ranked higher. People pay a hundred dollars or more just to own them. That is fine as long as it works and does not violate the criteria search engines are looking for on a website.

But why are they doing it?

For an obvious reason, I guess – to get as much traffic possible to their websites, which in turn produces more revenue to the website owners.

And then, there are really smart marketers who go by the "Content Is King" rules and are really winning the search engine games day by day. These marketers use words to turn into traffic. With a single 500-word article, within time, they can create hundreds of backlinks to their websites - resulting in more web traffic, more sales, and more profits. Then, they write one more article, and some more.

That's right - we call them article marketers. You can see their names when you search a keyword and their articles appear on the main page of the search engine. You click on the links and their articles come up.

Now let me tell you a little secret. These marketers don't write these articles and post them only on their websites.

First, they write these articles and at the same time allow others to reprint them for free. That makes you able to forward these articles to other people and these other people can also forward to more people provided the content of the articles are not changed or modified. In short, these articles are viral.

Second, they submit these articles to various article directories and online publishers to get maximum exposure. The more publishers they can find, the more audience they can reach. Thus, the more sales they can make.

Think about it. If the pros are doing it and they are getting tons of traffic and sales, then you too can have the same privilege – only if you follow their steps.

Wouldn't you want to generate sales without having to pay a single red cent?

If the answer is a resounding 'yes', then consider article marketing seriously.

Zamri Nanyan owns

<http://www.BigArticleDirectory.com>

and he welcomes authors worldwide to submit

articles to his well-maintained Big Article Directory for free. To get to know Zamri Nanyan more, visit his other website at

<http://www.ZamriNanyan.com>

today.

Content Is Still King!

By John Colanzi

It amazes me when I hear marketers say content isn't important anymore.

Many of them are saying that on the one hand and selling memberships to their sites on the other.

What are their membership sites?

Reports, articles, ebooks etc.

There's a name for all that.

The need for content is growing daily and will keep growing.

So who needs content?

There are thousands of ezines and their numbers are growing daily.

Article sites are springing up all the time.

Web Sites are looking for a steady supply of fresh articles.

The demand for content is far greater than the supply.

Somebody has to help fill that need.

Start writing and submitting articles and you'll always be in demand.

You'll be a true problem solver.

Take a look at some of the benefits of supplying fresh, original content.

* Instant Branding

* Articles are extremely viral

* Hundreds of links to your site.

* You'll be considered an instant expert.

* You'll be in the spotlight of every ezine that runs your article.

So what are you waiting for?

Start writing articles.

CONTENT IS KING!

Wishing You Success,
John Colanzi
Street Smart Marketing
<http://www.internet-profits4u.com>

John publishes the "Street Smart Marketing" newsletter. To subscribe <mailto:streetsmart@rapidreply.net> Don't forget to get your free email course. "7 Days To Turbo Charged Mind!" <mailto:johncolanzi@freeautobot.com>



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