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How I Manage my List of Where I Post Articles Online

By Dr. Lynella Grant

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Article Marketing Connects you Directly to Readers
Even brilliantly-written articles can't "toot your horn"
unless they get in front of people who'd care enough to read
them. And widely posting articles online is the most direct
way to make that occur. Posted articles bring a business
many benefits
<http://www.promotewitharticles.com/benefits.html> . Keyword-
focused and information-rich articles appeal to both human
readers and search engines.

Your List for Article Submissions is the Crucial Link that
Makes it Work

The quality of your submission list determines how many
people get to read your message. Unless places you submit to
are in synch with your message, products and services, most
of your efforts are wasted. It's worth your time to
customize and polish your list.

1. Expanding the List

I spend at least as much time each week tweaking my list as
writing articles to post. As I travel the Internet, my
antenna stays tuned for suitable websites and ezines.

Assessing Websites

– Is this a quality, visitor-friendly site? – That's
totally subjective – but if not, I won't send articles
there

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- Does it reach the readers I write for?
- Does it use articles? If so, are they by authors unaffiliated with the site?
- Is there a submission form or author guidelines?

Their authors are considered. Am I familiar with their work? Is it worthwhile? Sometimes I Google an author's name to see what else they've written and where it appears. Often I discover a slew of appropriate websites unknown to me.

I regularly query search engines for targeted keywords, or

the group I want to reach (chiropractors). From those results, I use Google's "Search within Results" feature and type in phrases like, "Submit Article" or "Newsletters." That links me directly to possible candidates. I won't include a site without visiting a website and feeling that it's a match.

Whenever someone requests permission to post an article of mine I offer similar (and future) ones also. They found me! That's another emotional payback from posting articles.

2. Culling and Upgrading Listed Sites

Starting a week after posting an article, I query Google with the title (in quotes) in the search box. I notice where it shows up, then re-check regularly. Results are logged for each article. When it appears on websites not already on my list, they're added.

Requests to be removed from the list are honored immediately. Addresses for undelivered submissions are updated or removed.

3. Organizing the Addresses on the List

I consider Ezine Announcer, <http://tinyurl.com/53wo9> invaluable for posting articles. Its auto-fill feature completes online submission forms easily. And it does a good job sending customized email submissions. But I find its most important use to be mailing list management.

My own submission list exceeds 1000 addresses, so it became too difficult to keep organized and updated. Ezine Announcer

comes with 1700 addresses included (plus purchasers receive future up–dates). That's a good start if you haven't developed your own list already. However, I found that my own tested list was much more extensive for topics where I submit the most. By merging my list with that one (and eliminating overlap) I've now got the best of both. And they're arranged logically.

Customized Categories Save Posting Time

Ezine Announcer has several general categories (like Article Directory) and numerous narrow topics (like Finance or Health). It's a simple matter to move an address from one category to another, or to add additional categories.

I split the Article Directory into several parallel

directories, which simplifies posting. Reorganizing categories further streamlined the posting process – saving hours on each article.

New Directory Categories

- My A list (and high Google Page Rank)
- Password required (which tend to have more complications)
- Submit by email
- Must exchange links
- Special requirements
- Many topics (not primarily business)
- Troubled sites (below)

When I encounter a site with problems (temporarily down, weird error messages) I move it into the troubled category. They can be checked or removed later. But such irregularities no longer delay the posting process. And I can deal with them when convenient.

Speed up your Learning Curves

Article marketing is a potent method to promote yourself, your business, your website, and your book. However, there are plenty of tricks to achieving the most mileage from your efforts. Discover in–depth how–to for every step of the process at <http://www.promotewitharticles.com> – Article Marketing Academy. You'll get better with practice, and more momentum with every article you send out into the vast

Internet. But you have to get started...

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Automating And Outsourcing The Article Submission Process

By Nicole Dean

Article marketing is all the rage. The word is spreading that writing and submitting articles is one of the best ways to get long term traffic to your website. That's nothing new. But, if you're new to article marketing, you may already be discouraged by the amount of time it takes to actually go through and submit your articles.

Here are some options to automate and outsource your article submissions.

Outsource the Work:

Hire a Virtual Assistant to submit your articles for you. Many VA's are quite knowledgeable in article submitting and have tools and resources to do it efficiently. Plus, if you're working on money-making projects while your VA is submitting articles, you'll likely end up ahead.

Online Article Submission Service:

There are several online services that you can pay to automatically submit your articles to publishers and directories in seconds. These services offer options where you can pay by the article or by the month. There is a huge range in prices, varying from \$1 per article to over \$100 per article, so shop around.

Article Submission Software:

If you'd prefer to submit and manage all your articles on your own computer, there are a few pieces of software that you can purchase to assist you in speeding up your article submissions. These software options range in price and quality as well, so definitely research your options before committing to a large investment.

Make your Newsletters Viral

If you have your articles in your newsletters, you can easily add a blurb at the end of your article that says "You may use this article freely with this author bio intact." This simple addition will allow your mailing list to promote your articles.

Set up an Autoresponder

If you've developed a following of people who enjoy your articles, or you would like to, offer your articles via autoresponder. That way, you can easily email your list with any new articles for reprint and it only takes a minute.

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A Combination of the Options Above:

If you have an Assistant who you know and trust, you can purchase article submission software for that person to use. You'll save money in the long run by automating your Assistant's workload and shortening their hours submitting your articles.

Or you can purchase credits or a monthly membership at one of the online article submission services and pay your Assistant to submit your articles through the service.

Your time is valuable. Article submitting is one job that can easily be outsourced or automated, saving you much time and effort in the long run.

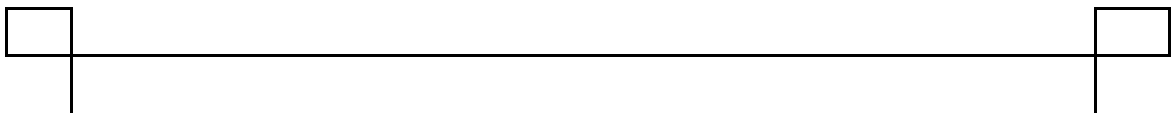
Nicole Dean is the owner of

where you'll find

reviews of article submission tools. If you're new to article marketing and want "just the facts ma'am", don't miss



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