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How to contribute articles to ezines and newsletters

By Jeff Gilman

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Get published. Indulge in shameless self promotion. Contribute articles to ezines, newsletters, and others. Promote your web site and business. Get noticed on the internet for free.

Sharing information is what the internet does best. One of the ways it does this is with electronic magazine web sites or ezines. Classics of the genre include Time Magazine Online Edition (www.time.com) and NASCAR (www.nascar.com). There are thousands more. They have a huge appetite for content. And many of them would like articles from you.

There are two reasons you would want to contribute content to an ezine. The first is to promote your site and sell something. The second is to improve your search engine ranking.

In the first instance, imagine you sell yellow stripes - the kind people put on asphalt in parking lots. If you can't imagine the yellow line biz imagine your are in computer systems for parking garages, or construction and build parking garages, or are a real estate developer. What ever you are, you want to connect to the parking lot industry. How do you do it with ezines?

First, you find web sites devoted to parking and parking lots that accept content from people like you. Believe it or not, there really are web sites for parking that will accept your articles to use as their content. To find such a site, go to your search engine, Yahoo was used for this example, and search for:

"submit article" +parking

The quotes mean the words "submit article" must be together in the search listing. The plus means the word parking must be someplace in the search result. This search produced 308 results including:

Guidelines for Articles – ... Style Rules. The Parking Professional's style guidelines ensure that its articles re uniform and accurate. ... Submit Article Online Now. ...

Everything you need to know about submitting your article to the official web site of International Parking Professionals is there for you. This technique can be used to connect you to any industry.

Web sites that accept articles love well written, timely, focused content, generally of less than a thousand words. They prefer articles that are informative rather than merely blatant self promotions. Surveys always make for good articles (Yellow Paint Forecast – Survey of Municipal Parking Lot Managers' would be a hit) and how-to articles are popular. But the best advise is to read the web site's article guide lines to learn what their market wants.

The second reason to put content on web sites is to get higher search engine rankings. Search engines, as part of their methodology for deciding which sites to present first, often determine how many others link to your site. They figure the site with the most links must be the most popular place to

go and therefore should be listed first. Some engines rank alphabetically, and some don't think at all so more links won't get your site ranked higher on those sites. That can't be helped. But for those that will move you up the list based on popularity, this is a good way of telling them how popular you are. If you want to know yourself how popular you are on the internet, visit the I Need Hits free popularity link at <http://www.ineedhits.com/free/popularity/>. Type in your url and they'll tell you how many sites link to yours.

One note on this. Web sites that generate content dynamically - keep articles in data bases and assemble pages only on request - don't get indexed by search engines as well. The data is in the database - not in text on a web page. The point is you might try, after you have built a reputation, to get your name and url on a real text page at the ezine's web site - not just in the data base. That will give you the best of both worlds – more promotion and better search engine rankings.

Comments on this article? Contact me!

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Zoom in on Ezines

By Scott F. Geld

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Do you know how to really increase your sales & profits online? A guaranteed route to success used by many Internet marketers who turn a profit is to incorporate ezines & newsletters into their marketing strategy. Ezines and newsletters are a genuinely useful tool in the Internet marketer's armory. They serve as a platform to communicate products & services to subscribers who have a qualified interest in

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a certain field or subject - either through advertising, product endorsement or articles and content. Some ezines offer free advertising – especially to new subscribers – whilst others grant advertising for a small fee. You can even purchase advertising space through auctions such as at <http://www.ezineadauction.com/>.

There are several thousand ezines up & running on the web, so you are sure to find a bunch that have subscribers who match your target criteria. If direct advertising in the ezine is not an option, then contact the owner/webmaster and offer to write content in exchange for insertion of your tagline or URL, and - hey presto! - free advertising! Many owners are only too glad to receive help developing fresh content.

More success can be gained if you start up your own ezine or newsletter. Not only will you be able to advertise your products & services to your own subscriber base, but you can turn it into a profit center all of its own by offering advertising space to others! As recognition of ezines & newsletters as a valuable marketing tool increases, then you will find escalating opportunities to sell advertising space to people and companies clamoring to get on board and gain access to your subscribers.

A quick tip - A good way to add subscribers to your ezine is to advertise it in other related ezines and newsletters - this will build up your subscriber base real quick!



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