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Incredibly Bad Articles Will Kill Your Credibility

By Dean Phillips

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by: **Dean Phillips**

I've noticed a disturbing trend recently of articles suggesting that people write articles to send traffic to their websites, and enhance their credibility. In theory, the more articles you write, the more traffic you'll receive, the more credibility you'll have, the more sales you'll make.

It's an interesting theory. However, what those articles fail to mention is that your writing needs to be of a certain quality. And quite frankly, I'm seeing a proliferation of poorly written—or just plain bad articles appearing across the Internet!

Unfortunately, there are some publishers out there who will publish just about anything. That's the good news. The bad news is, those publishers don't have the quality websites or the huge traffic numbers, so your article probably won't be seen by too many people anyway.

So, in essence, you're really wasting your time writing garbage, because you're not going to reap the benefits that go along with writing quality content. Remember this saying, "garbage in, garbage out!"

To get published in the top ezines and on the top websites—the one's with mega traffic, you need to have your act together. Publishers of top ezines and websites aren't stupid, and so desperate for content that they'll just publish anything that's submitted to them. Their credibility is at stake everytime they publish. They have standards and their readers have come to expect a certain degree of excellence from them.

After all, how do you think they became top websites and ezines in the first place?

Now, I'll be the first to admit, I'm no Woodward or Bernstein. However, I take great care to make sure that my articles are well written, lucid and of high quality.

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I've been fortunate enough to have my articles published by some of the top websites and ezines on the Internet. These publishers aren't publishing my articles because they like me or think I'm a nice guy. They publish my articles because they feel my content will enhance their website or ezine.

And contrary to what you may have read, everyone can't write articles—at least not good ones. You have to be honest enough with yourself to know what your strengths and weaknesses are. If you know writing articles isn't one of your strengths, don't continue to write anyway.

When you submit poorly written articles to publishers, you not only waste their valuable time, you also make yourself look bad in the process.

Writing articles is hard work, and if you want to write articles and you're not good at it, then you need to work hard to improve and develop your writing skills.

If you're not willing to put in the work that's required yourself, then at the very least, hire a competent

ghost writer to write your articles for you.

Dean Phillips is an Internet marketing expert, writer, publisher and entrepreneur. Questions? Comments? Dean can be reached at <mailto:>

Visit his website at:

Writing Ezine Articles – 4 Reasons Why You Should Do It

By Farid Aziz

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One of the best ways to promote your website in the internet is to write articles in Ezines. You don't have to be a Master or Guru to start writing articles!

Anyone who's been in the business for 2 or 3 months certainly has a lot of information that he or she can share with others, especially newbies. So why don't you take advantage of it?

Here are the 4 reasons why YOU too should start writing articles in Ezines to attract more visitors to your website:

1. It's FREE!

Do you know that most of Ezine publishers don't write their own articles? Most of them are always searching for good articles to be published in their Ezines! That means, you can submit your articles for FREE.

2. You can reach TARGETED people.

It's easy to attract as many people as possible to your website. The problem is, eventhough you have thousands of visitors (or even more), you still can't increase your profit! Why? Because no one purchase your products/ services. Why? Because they are simply not interested in your business offer! Why? Because you don't have targeted visitors! So, end your effort to bring just as many people as possible to your website. Instead, concentrate on how to bring targeted visitors! By writing articles in ezines, you will certainly reach targeted people. For instance, submit articles to Health Ezines in order to expect new members to your health therapy class.

3. The more articles you write, the more credibility you gain.

Yes, people would think of you as an expert in your field! Think of the positive effect of this phsycological factor. This would certainly make them 'comfortable' to make business deals with you!

4. The more articles you write, the bigger the opportunity for you to get well posted on search engines.

So, start writing articles! Choose the topics that you master. Remember to always make archives of your articles. Who knows, maybe later on you could make an eBook from those articles!

Farid Aziz is a full-time Internet Marketer, a member of the Elite Team International. Considering the fact that most people fail in internet marketing due to the lack of mentorship and guidance, Elite Team gives FREE Training and ongoing FREE Mentoring to those who are serious to earn money from home. More info about the Elite Team : <http://www.EliteTeamWork.com>

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