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Impair Healthy Healing In People Over The Age Of 30!

Is Article Marketing An Effective Technique?

By Leon Chaddock

Getting traffic to a website can be one of the most challenging issues a webmaster may face. Many

people believe by putting a website up people will simply just turn up, by the masses. This just simply is not true. It is the equivalent of opening a water shop in the Sahara desert. Although I'm sure people would love the water, if they do not know about it they won't find your shop. Ok this is a slightly silly example as there are not that many people there to be potential customers but I hope you get the message.

So we have identified people don't just turn up at websites. So how do we get them to visit? You have several options:

Paying for advertising

This can be very expensive and may not deliver the type of traffic you want.

Reciprocal link exchanges

Another technique is to exchange links with other sites. This provides virtual roads into your site, while many will not exactly be freeways they will still deliver you a bit of traffic. Also as you gain more links, the search engines will start to increase your rankings so you will start to get free traffic from the search engines

Article marketing

This is a technique that is really starting to be in fashion now. The idea is you submit an article about your sites' topic to various article directories. They publish the article with a back link to your site and this article is picked up by lots of sites. This gives you lots of back links and have the benefits of reciprocal linking and more. As you are not linking to the sites that link to you the links are one way. It is thought that one way links have much higher values in the search engines.

Is Article Marketing An Effective Technique?

Through my tests I have found article marketing to bring me the largest benefits for the least effort and cost. Let's face it, time is the one thing we cant get more of so anything that gets us the most gain for minimum effort has to be the winner!

For more information please see

<http://www.articlesnet.co.uk>

HOLD THAT ARTICLE! (OR 5 TECHNIQUES TO EFFECTIVE RE-WRITING)

By Shery Ma Belle Arrieta

Hold it! Don't send that article! Not just yet!

You may think you're through writing your article and that it's now ready for publication. But after the writing, you're not really done.

You might not know it, but you can prune down that 750-word article you've just finished into one that's only 500 words or less.

And guess what?

I bet the short version would still be as effective as your original article, if not more.

Writing is all about communicating. It's about getting your message across to your readers simply, quickly, and effectively.

You don't just send in your first draft to your editor or publish it right away without looking it over first.

Re-writing. It's the key.

Actually, it's the most crucial step in the writing process.

It can be a frustrating thing to do especially when you're still in "writer mode" and you believe you've written a brilliant piece.

But realize this: Re-writing your article will definitely pay off.

So here are 5 re-writing techniques you can use:

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Technique # 1:

Stick to your central theme or idea. Don't insert bits and pieces of information about other things. Read through your work carefully. You're bound to find ideas, words, phrases and sentences you can strike out.

Technique # 2:

Beware of long introductions. It's OK to start with an introductory paragraph, but some writers tend to write introductions that span several paragraphs. Start with the most striking sentence, quote, or idea and then go on from there.

Technique # 3:

Rearrange words, phrases and sentences. Often, merely rearranging words within a sentence will shorten that sentence. The trick here is to find prepositions and eliminate them. Break down long sentences that contain two or more ideas. You'll get rid of more conjunctions, articles and prepositions that way.

Technique # 4:

Are you being redundant? If you used something like "absolutely complete," "ask the question," "for a span of one month," or "factual information," then you've managed to be redundant. It's either complete or not -- you don't have to add the "absolutely" to make your point. Do you ask a statement? Of course not! So it's fine if you use "ask." You say "for one month." You don't have to add "a span of." And lastly, save yourself the trouble and use "facts" instead of "factual information."

Technique # 5:

Get rid of dangling modifiers and participles, awkward prepositional phrases, and unnecessary adjectives. Look over your work to see if you have cliches. You may have overdone your metaphors and analogies too. Find them and cut them out.

Apply the 5 re-writing techniques on your article and you'll get a leaner, meaner and more polished piece. And *that* will get your piece published in more ezines and sites!

So...have you just used the 5 techniques on that article you were about to send a while ago?

Is Article Marketing An Effective Technique?

If you have, then don't keep that article sitting on your computer — Send it NOW!

Shery Ma Belle Arrietamailto:publisher@ewritersplace.com Shery is the creator and author of the exciting new series of ebooks for writers, SEEDS: Ideas for the Everyday (Non-Fiction) Writer. You can download a FREE sampler at <http://ewritersplace.com/seeds.html>. The July SEEDS ebook contains 82 idea seeds, all based on historical events. Visit <http://www.thepublishedwriter.com/report1002.html>.

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Your Headlines Are Your *Salesmen*

7 Reasons You Should be Writing Articles

Internet Marketing Made Simple

How Do You Qualify A Sales Prospect?

Article Cash

Name Branding Syndicator

Article Submitter

HIV/Aids Healed by the Power of God

Your Own Article Directory



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