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**Powerful Article Writing Strategies for Exploding Traffic and Link Popularity.**

**By Kanaga Siva**

One of the most discussed topics today is Article Writing. Many Webmasters are jumping into the bandwagon and are trying to revive and reinvent their old writing talents to good measure.

It is a known fact that there are several benefits in article writing and submitting articles to article directories but the main objective of most webmasters is to obtain one way links, thereby increasing Link Popularity and to generate Targeted Traffic.

Success is much easier to achieve when tried and tested strategies are adopted. Given below are such strategies, if adopted will have a tremendous impact in Boosting your link popularity and Exploding Traffic to your website.

**1. TOPIC.**

In article writing the most important thing is to choose the right Topic. Though you might be very knowledgeable in sports it makes no sense writing an article on sports if the theme of your website is Home Based Business. Choose a topic related to the theme of your website. If you find it difficult to choose a topic, then visit some of the Forums and see what popular topics are being discussed and select one related to your Home Based Business theme.

**2. TITLE**

Have a Powerful Killer or Catchy Title that will immediately grab the attention of the Audience. Success or Failure of your article is to a great extent dependent on your title. It is worth spending quite some time over this very important aspect.

**3. INTRODUCTION.**

The Introduction has to be very Compelling. So write an Introduction that is Concise Powerful and Absorbing. It should be such that the reader would want to continue reading the article right up to your Resource Box.

#### 4. CONTENT.

Good Content is what the reader is interested in. Keep in mind the popular saying "Content is King". Your article should be of high quality, Thought provoking, Informative, Precise and Accurate. Articles written sincerely from the heart are greatly appreciated and accepted by the audience because they realize that you are trying to be helpful and before long a rapport is established between you and the audience.

#### 5. KEYWORDS.

Key Words play a very significant role in article writing. The awareness and success of your articles is

greatly dependent on your key words and where you place them. The keywords should be judiciously placed in the Title of your article, in the Introduction paragraph, in the Concluding paragraph and in the main Body of the article. It should not interrupt the flow of the article, be excessive and be seen as keyword stuffing.

#### 6. RESOURCE BOX.

One of the main purposes of article writing is to obtain a one way link and generate traffic to your site. For this the Resource Box is of utmost importance. Place a resource box at the end of the article with a very brief description of yourself or your product along with your name and URL. Double check your URL since this is your life line for both your link and traffic.

#### 7. ARTICLE SUBMISSION.

Having written a good article you now have to submit your article to various article directories and submission sites. All of them have their own submission rules. It is important that you study them before submitting your article. Failure to do so will mean that your article may not get published and all your efforts will be in vain.

That's it. Follow this strategy in your article writing and you are assured of a surge of traffic and increased link popularity. In addition you will soon be accepted as an authority and expert in your field. Isn't it wonderful!

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About Kanaga: Kanaga Siva has a wealth of experience in Marketing and also running his own Home Based Business. He now operates his Internet Marketing Business. For Articles, Resources, Ideas and Advise to start a Home Based Business and for other recommended Programs, visit his website,

<http://www.business-fromhome.com>

## **Instant Traffic Using Expired Domains**

**By Wayne Ford**

Every day thousands of domains 'expire' and are put back into the pool of available domains that anyone can register. They can be very valuable if you are looking for a quality domain for your online business, or if you want to re-sell them for profit. But wait! There is another huge advantage to a domain that was previously owned -- Instant Traffic!

As I said above, expired domains have all been owned by someone in the past. Many of these previous owners built Websites for these domains, advertised them, registered them with search engines, and even exchanged links with other sites. All translating into traffic to that domain name.

Now, why would someone who took the time to do all that work let the domain expire? It could be one of several reasons:

\* the author simply lost interest \* an online venture ran out of funding \* poor management of the domain \* they couldn't afford the fees

Whatever the reason, it happens. And you can reclaim some of the wasted traffic and use it to your advantage. You can either point it to your existing site or use it to jumpstart and add value to a new site.

How do you know if an expired domain has traffic?

While there is no way to gauge the actual amount of traffic going to an expired domain, you can find out its link popularity in the major search engines. This will tell you the number of Web pages listed in a particular search engine that link to that domain. The more links, the higher link popularity and the more traffic that domain is getting (in some search engines, the higher ranking, too).

A free online tool to help you find the link popularity of an individual domain at five top search engines can be found at

<http://www.Webofsuccess.com/popularity/popularity.cgi>

Another way I recently discovered is to use this powerful software program called Popular Domains. Among other features, it allows you to import a list of expired domains and automatically check the link popularity of each one. To learn more about it, check out

<http://www.Webofsuccess.com/domainsweekly/popular.html>

As you can see, this can be an affordable way to gain instant traffic to your site. Be nice, though, and do not abuse this technique, make sure the site you are sending traffic to relates to the domain. For example don't register the expired domain 'ehairplugs.com' just because it has a high link popularity and then forward the domain to your site about Internet marketing. Other than that you may use your new domain with 'built-in' traffic however you wish!

## Powerful Article Writing Strategies for Exploding Traffic and Link Popularity.

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[DomainsWeekly.com](http://DomainsWeekly.com)

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leading supplier of daily expired and soon-to-expire domain lists. He also publishes a free weekly newsletter packed full of domain-related information and a list of quality available domains. You may subscribe by sending a blank email to

[domainsweekly-subscribe@yahogroups.com](mailto:domainsweekly-subscribe@yahogroups.com)

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