

What Article Submissions Can Do For Your Company!?

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**What Article Submissions Can Do For Your Company!?**

**By Martin Lemieux**

What Article Submissions Can Do For Your Company!?

By: Martin Lemieux

It's the age of the internet, is your business actively promoting online? Using your knowledge online can bring your business great success. We all have ideas we can share about our own industry; failing to share those ideas is like failing to plan for the future.

Online business rewards those who work hard at what they do. Many smaller companies launch their website with the notion that search engines will find them right away, and that visitors will start pouring in.

The reality is; this is not true. Granted, search engines may find your website one day and list a couple of pages from your site but, this is definitely not even close to being enough effort on your part. These couple of pages listed online will never attract the right type of client on a frequent basis.

**A Brand New Website Doesn't Guarantee Sales!**

Some of you might have an extensive advertising budget which you will probably spend it all through PPC (Pay Per Click), text ads, and other different venues. If I were you, I would hire a copywriter, or an SEO company to write articles for you!!! A writer would be able to share your knowledge online, while targeting a specific market! I can't stress this enough how niche articles can target the right market you're looking for.

For those of you who don't have an advertising budget, you'll want to become the writer for your company. Hands down, article marketing is the #1 free internet marketing source there is.

**Articles Can Target Your Market Directly!**

Years ago I wrote an article about "Content Management Systems". I did this because my company at the time was increasingly getting into creating content management systems for our clients. By writing

## What Article Submissions Can Do For Your Company!?

tips for companies to read about "CMS", it ultimately brought a great deal of leads to my front door step. The key is that you can target your perfect client's by writing tips that will attract them to your door.

### Even Small Local Companies Can Target Their Market!!

Do you rely on clients that are residing in your area? Not to worry, writing articles can also help you attract people locally. Each article that you write allows you to have an "Author Resource Box", or "About The Author" at the bottom of your articles. You will be able to use your author box in order to target your local market. Here's how to do it...

Example:

About The Author:

Martin Lemieux is the owner of "Article99" who operates in Hamilton, Ontario, Canada. If you live near our area, please call us (000) 000-0000.

==END==

Having an author box like the one above will help you target people from "Hamilton & surrounding areas". Search engines go through articles wherever they are and they look at the content within the article. By adding references to your local area, you're helping search engines index your article for that local market. Here's how it works...

If someone types in "Article Marketing In Hamilton" who's article do you think will show up??? THIS ONE! This is because of the targeted content + the targeted area. Search engines are always looking for a city/province/country reference points which they utilize within their different search engines for many countries world wide.

In order to give you an example you can relate to.. read this one!

Let's say you write an article about "Back Pain" and you insert your local area at the bottom of the article. When search engines find that article, they will list your article within searches like "Back pain specialists in Hamilton". See how the topic of the article has now allowed your business to prosper locally?

In Conclusion:

If you have a marketing budget, hire a copywriter to write articles for you and promote your business online while targeting your local marketing through your author resource box. If you don't have a budget don't worry, you're not alone , you'll have to get your creative mind in gear and write the article yourself, which is by the way what most of us do!

## What Article Submissions Can Do For Your Company!?

Martin Lemieux is the owner of the following article directories. Be sure to register for an author account, and get extensive promotion for your articles!

Submit Articles To:

<http://www.Article99.com>

– Authors Club.

<http://www.MyFamilyLiving.com>

– Family Related.

<http://www.Smartads.info>

– Business Related.

Copyright, All Rights Reserved. Reprints acceptable ONLY if the entire article remains the same, including this author resource box!

### **How To Submit Articles For Massive Traffic**

**By Steve Shaw**

#### **How To Submit Articles For Massive Traffic by Steve Shaw**

Copyright © 2005 Steve Shaw

As you perhaps already know, article submissions can drive a huge amount of traffic to your web site for months if not years. The first step is obviously to get a good article written, with a suitable resource box at the end containing a link to your site to drive traffic to your site. But without submitting your article effectively, all this hard work will be of little benefit.

In this article, you're going to find out exactly how to submit your articles in exactly the same way as people like Terry Dean, Joe Vitale, and Jim Edwards have done before you.

And there's no reason why you can't achieve a similar level of success with your own article submissions.

There are three main distribution channels for your articles that you should concentrate on:

#### 1. Ezine Editors

You need to find editors who publish ezines in the same 'category' as your article – for example, if your expertise, and your web site, focuses on gardening, you should be submitting your articles to editors of ezines in the same genre (of course, only if they accept article submissions).

## What Article Submissions Can Do For Your Company!?

To build up your list, you need to scour ezine directories (see the list at <http://www.submyourarticle.com/course/ezinedirectories.php>) for ezines within your genre, check each ezine to see if they accept article submissions, and then double check with each editor to confirm that their details are correct, and that they still accept article submissions – you will unfortunately find many of the listings are out of date, and some ezines are no longer published at all for whatever reason.

### 2. Announcement Lists

Another way to contact hundreds, if not thousands, of potential publishers, is through what we call article announcement lists.

An article announcement list is a type of mailing list that concentrates on article submissions. The subscribers of the mailing list are either publishers looking for content, providers of that content (i.e. article writers such as yourself), or possibly both.

Every article you submit to these lists get sent to all of the subscribers of that list – by submitting to multiple lists, you're effectively sending out your article to thousands of potential publishers.

You can find a listing of suitable article announcement lists at

<http://www.submyourarticle.com/course/announce.php>.

### 3. Article Directories

There are numerous such article directories on the web that allow you to submit your articles, and allow subsequent retrieval by publishers. I've located several of them, as listed at <http://www.submyourarticle.com/course/articledirectories.php>

After submitting an article to some of these, I'm often amazed at the amount of instant traffic and sales it can bring, often because many of the directories display a 'Recent Articles'-type listing which dramatically improves the profile of your article for a short period after your submission.

I've now shown you exactly how to go about submitting your article all over the Internet, exactly the same methods used by people who are now considered to be 'gurus' on the Internet. Yes, it can be hard work – but who said success was easy?

---

Steve Shaw develops systems and software to help you succeed in your online business. The article above has been extracted and condensed from his e-course on how to publish articles to promote your web site – to receive the full e-course direct to your mail box, and also discover a much quicker, highly efficient way to submit your articles, sign up now at: <http://www.takanomi.com/publish-articles.php>.

## What Article Submissions Can Do For Your Company!?

In this article, you're going to find out exactly how to submit your articles in exactly the same way as people like Terry Dean, Joe Vitale, and Jim Edwards. And there's no reason why you can't achieve a similar level of success with your own article submissions.



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)  
Menopause, Andropause And Other Hormone Imbalances  
Impair Healthy Healing In People Over The Age Of 30!**