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

Why Article Marketing?

By Jonathan White

In the wake of plethora of websites catering to identical products and services, the competition to attract traffic is getting graver and tougher. And why not, the incoming qualified traffic determines the net presence of any website, which in turn is decisive to the site's over all turnover. Each website is vying for better ranking in Google and Yahoo search engines.

Studies have suggested that more than 80% of the net users approach various search engines to narrow down to websites containing relevant content. And maximum of these users consistently entrust Google with the task, only followed by Yahoo and MSN respectively. Thus, Google and Yahoo are the most prominent targets for seasoned web marketers in their quest for higher rankings in SERPs (Search Engine Ranking Pages).

In order to achieve higher ranking, Web Marketers exploit the embedded logic behind higher rankings in Google – the pioneer in Search Engine technologies. According to one of the logics, Google rates web pages on the basis of incoming links as it evaluates them as "votes" of confidence in favor of the web page. Web marketers vie for maximum quality incoming links to the target website, while also making sure to not to delve into link farming. Link farming, which means being listed at a website dedicated to creating links to other sites for improved search engine rank, may eventually render the marketed website banned altogether on the search engine.

To achieve inbound links, SEOs (Search Engine Optimizers) employ many strategies, including buying links, inviting links, setting up reciprocal links or trade links with other businesses and even hire special link-building firms. The endeavors require a substantial marketing budget, as the site needs to buy links from certain directories, including Yahoo, for a specific duration; or appoint a special link-building firm. The invitation for links at times borders on spamming itself, which is harmful for the over all reputation of the site and discouraging too. Reciprocal links also have their con that implies vice versa outbound link to another website and valuable loss of qualified web traffic.

These SEO (Search Engine Optimization) stunts require a handsome marketing budget, which may prove to be too expensive for a small business on web. But there is no need to be hopeless. There is a unique SEO strategy, which solves many purposes simultaneously. Relatively economical and easier,

Why Article Marketing?

Article Marketing, is an innovative means of web marketing. Article Marketing involves posting of information-based articles on other websites, forums, blogs and ezines for free. These articles are strictly revolving around the subject of the site itself.

Writing these articles is beneficial for the site from marketing point of view, as the site gets to attach a short bio and link back to itself in the `resource box' that appears at the end of the article. The knowledgeable nature of the articles submitted helps in establishing the site as an expert of the field. Obviously impressed by the flaunted knowledge and expertise, the readers click on the link of the site and amount to lead generation. With progressive circulation of articles across hundreds of ezines and forums lead to increased site traffic and eventual improved search engine rank. Thus, Article Marketing achieves the desired goal in a unique and effective way, like none other. In fact, article marketing is so popular that there are software packages and websites dedicated to help sites syndicate their articles easily to hundreds and even thousands of other sites.

Jonathan White has been involved in article and other online marketing for over 4 years. He owns SimplySearch4It - Articles Marketing Directory & SimplySearch4it UK - Articles Directory

<http://articles.simplysearch4it.com>

Dust Off Your Marketing Plan

By Robert Wardrick

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Do you have a written marketing plan?

Are you following your plan?

Your written marketing plan serves as a road map to reach your target market.

Many entrepreneurs who spend time and energy developing a marketing plan, will soon abandon it if the plan don't produce immediate sales.

Marketing can be Time-Sensitive, 1) It takes Time for you to learn your market niche. 2) It can take even more Time for consumers to get your marketing-sales-message.

Elena Fawkner (<http://www.ahbbo.com/niche.html>) wrote an article "What's Your Niche" that is MUST reading for anyone marketing products and services ON or OFFline.

Why Article Marketing?

Whether your marketing plan is 1 page or 100 pages, refine it and update it. but don't leave your marketing–base without it.



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