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Why You Need A 3-Tiered Strategy For Article Submission

By Deanna Mascle

You've heard a lot about how much writing articles can do for your internet marketing strategy. You now understand how writing articles can help position you as an expert in your field, gain valuable targeted traffic for your web site, and quickly multiple your site's text links.

Now you have convinced yourself to take the plunge into article marketing and you have a few articles all lined up and ready to submit — and you are overwhelmed by the sheer volume and variety of article directories available. It is easy to simply go with the big dogs and forget the rest, but that is a big mistake. You really need to have a 3-tiered article submission strategy. Select a couple of the big dogs, but also add some medium-sized directories and some smaller, newer directories to your list for regular submission as well. There are several reasons why this strategy can be much more effective in the long run than targeting the large directories alone.

The mega-directories carry a big punch in terms of link power and recognition. You can almost watch the reader numbers climb on your articles. But because they are so big they also get a large volume of submissions every day and your articles very quickly move from the top page of the directories new submissions list and even from the top page of the topic listing.

Medium-sized directories don't pack as big a punch as the mega, but their text link value is still strong and they usually have a solid reader base. They have been around long enough to build a loyal audience and clientele. However because they are not as big their submission volume is lower than the mega so your articles retain top billing longer — and becoming a top article or top author may be an attainable goal for the part-timer.

Small and/or new directories usually don't offer nearly the level of power of their larger brethren, but a quick study will reveal whether or not the directory is regularly maintained and promoted — and you know that will mean the link power currently exists and will grow in the near future. Also with new and small directories you can easily achieve top author status and your articles will stay at the top of the ranking longer — they may well pass directly from "new" status to "top" status which rarely if ever happens at a mega directory.

That is my current strategy for article submission and I hope you found it helpful.

Deanna Mascle is the publisher of the writing newsletter

<http://WordCraftOnline.com>

. You can submit

your writing to her

<http://NowLearnMore.com>

article directory.

Article Marketing: How Best To Submit Your Articles?

By Evelyn Lim

You already know the benefits of article marketing as an effective means of generating traffic to your site and getting back links. For continued branding and increasing traffic, it is a good idea to submit articles on a regular basis to article directories.

Having said that, submitting one article alone can be a time consuming affair. After all, there are many article directories and ezine announcement lists out there. Each article directory has different format requirements and some only cater to certain niches. From my experience, you are better off using an article submission software or article directory submission service than manually submitting the articles yourself.

The downside is of course, cost expense. You will have to dole out some cash for the software or for the service of article marketing. But look at it this way: time is also money! By saving time in this highly laborious exercise, you can channel your energies to other ways of marketing your site or other more productive work.

Using an article submission software like article submitter pro, still requires some work on your part. That's why it is the next least costly option. Still, some automation is better than none. But if you can afford it, outsourcing article submission by using a service is a great option to consider.

Article submission service providers are committed to growing their list of article directory sites that they submit to. Usually, their list can run into thousands. Also, they keep their lists up-to-date. You will have to manage the list yourself if you use an article submission software.

Here are some article submission service providers:

<http://www.articlemarketer.com>

Why You Need A 3-Tiered Strategy For Article Submission

<http://www.submityourarticle.com>

<http://www.isnare.com>

Now for article submission services, which do I recommend? For my own sites, I use a combination of services. I do a forecast on the number of articles that I will probably use in the next few months for marketing a particular site. Also, rules and guidelines differ for each article submission service. I then choose the best option based on my budget and my needs.

The other advantage I also see in not just using one service is that each article submission service has a different directory list. You probably get greater exposure if your articles are seen across a multitude of directories.

Article directory submission software or outsourcing article submissions are just two ways to cut down your workload, especially if you are a small online business owner. I therefore, suggest that you choose an optimal budget–time option that will give you the best mileage for successful article marketing.

Evelyn Lim is a writer and an online market strategist. Her article directory site is a growing database of quality articles on more than 100 topic categories. To submit your articles or if you are looking for reprint articles, please visit

<http://www.ArticleMap.com>

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