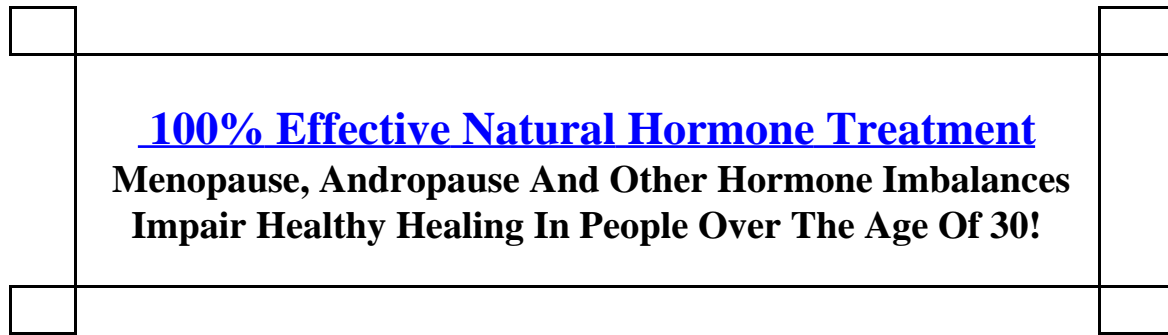


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Writing Articles, But Still Not Getting Traffic? That's Because Your Articles Suck - But I Can Help! (Part 2)

By Jason DeVelvis

Last time on "Because your articles suck" - we discussed how to write effective headers, bylines

(boy were those easy), and article summaries. Now it's time to move on to the body of the article and then the all-important resource box.

Body (Wow, nice bod)

First of all, you have to use subtitles. Subtitles segment the article, which makes it seem shorter, and thus, easier to read. People will run away from a 700–800+ word article with nothing to break it up. By the same token, use spacing effectively. People don't like to read long paragraphs, either. When you change subjects, start a new paragraph.

Second, write like your article is going to be read by 6th graders – well, more like people with 6th grade reading ability - because you are. Studies have shown that most people read and write at a 6th grade level. (Remember: the Internet is not only in the USA, there are MANY more people on the 'net from the rest of the world, and most speak English as their second or third language.) This does NOT mean you should actually write like a 6th grader would, it means write at their skill level. You still need to use decent grammar, spelling, etc.

Third, keep your writing conversational. People don't like to be lectured, but they like to have conversations. Heck, some students have conversations during lectures! (Sorry, lame joke)

Next, lets look at content. Your content should provide great information by itself, but always leave the reader wanting more. For example, "These are just a few of the ways to start your own business cheaply" gets the user to want to read more, and it also gets them to click on your link in the resource box.

Also, make sure your articles are brief, you're not writing books, and people looking for articles don't want to read books. If your article is over 1,200 words, split it into segments. Having 2 or more parts to

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an article is also good, because it makes the life of an ezine and newsletter publisher that much easier - they've got 2 weeks worth of content for the price of one! Though, it was probably free in the first place, but it keeps their readers happy and reading their publication...

Finally, involve your readers in the article – ask them questions with simple answers. (If you get them jazzed enough, sometimes they answer out loud...) You like questions, right? Sure you do. Asking simple questions makes the reader connect with the article, (and also with you, as the author) and that makes them read to the end, as well as click on your link for more information. I can't stress the word simple enough, because tough questions (What is the airspeed velocity of an unladen swallow?) make the reader feel dumb, and a reader who feels dumb stops reading.

Resource Box/About the Author (Last but DEFINITELY not least)

The resource box is possibly the second most important part of the article, aside from the content. This is where you establish your credibility as an author, and prompt the reader to go to your website. Start

off by explaining, briefly, how you are an authority on the subject you're talking about in your article. Then, inform the reader where they can go to get more information.

This area is not a free-for-all link directory; it's highly targeted advertising. You wouldn't put up a banner ad for boats on a site for mountain vacations, would you? No, you'd put up a banner for ski equipment or hiking equipment. By the same token, link to one site, and ONLY one site, as closely related to the article topic as possible. If you get the urge to add a second link, write a second article – more than one link changes the resource box from a great resource into a text ad. If you can, use anchored text with your keywords in your link – this helps with backlinking and also with increasing your SEO ranking.

Backlinking is discussed in another of my articles - You can find it at

<http://www.Content-Articles.com/Article.aspx?i=24>

To get more clicks on that SINGLE link in your resource box, use phrases like "To learn more, click here..." and "For more information about [enter something about your article topic here], visit..." If a reader is reading your resource box, they're obviously interested in the topic. Now is the time to catch them and direct them toward your site to keep learning more.

The End! (Yep, that's it)

Now that you've got the techniques you need to start writing effective articles, go do it! I won't keep you here any longer with my bad jokes and simple questions... Or will I?

Jason is a long time web developer, and the owner of Premier MicroSolutions, LLC, an Internet marketing company based in Ohio. When you want to submit all of your (now awesome) articles, visit

<http://www.Content-Articles.com>

7 Reasons You Should be Writing Articles

By David McKenzie

7 Reasons You Should be Writing Articles by David McKenzie

You have probably heard that writing articles is a very successful internet marketing technique. But why is this so?

Here are 7 reasons why writing articles really works:

1. Writing articles is free marketing. You write your article and post it to a number of article resource sites. Then, ezine owners pick up your article and feature it in their ezine. All of this costs you nothing and you get free marketing.
2. The more articles you write, the more you become an expert in your field. Experts get featured a lot more widely.
3. By having lots of articles on lots of web sites around the world, you automatically rank above average on search engines because of your link popularity. All those links in the resource box back to your site can make a big difference in search engine ranking.
4. Writing articles can mean repeat business. In one ezine I have had about 8 of my articles published over the last couple of years. As the subscribers of this ezine have become more familiar with my business they are more inclined to buy from me again and again.
5. You could get yourself featured in a LARGE subscriber ezine. I have had a 500,000 subscriber ezine feature a couple of my articles and it increased my traffic by over 65% in the few days after the articles were published.
6. As most ezine publishers do not write their own articles they are always looking for other peoples' articles. If you write articles you can get yourself featured in dozens of ezines.
7. You could get published in a book. Just last week a popular book featured one of my articles. Now that is the ultimate in free publicity!

Writing articles really works. I have written dozens of articles and it is my most successful marketing technique. It costs nothing and can increase your traffic and sales tremendously.

David McKenzie is offering a Free Email Course "5 Secrets to Making Money Writing Free Articles"==> <http://www.brisney.com/how-to-write-free-articles.htm> Click now for your FREE course!



This Free E-Book has been brought to you by Natural-Aging.com.

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