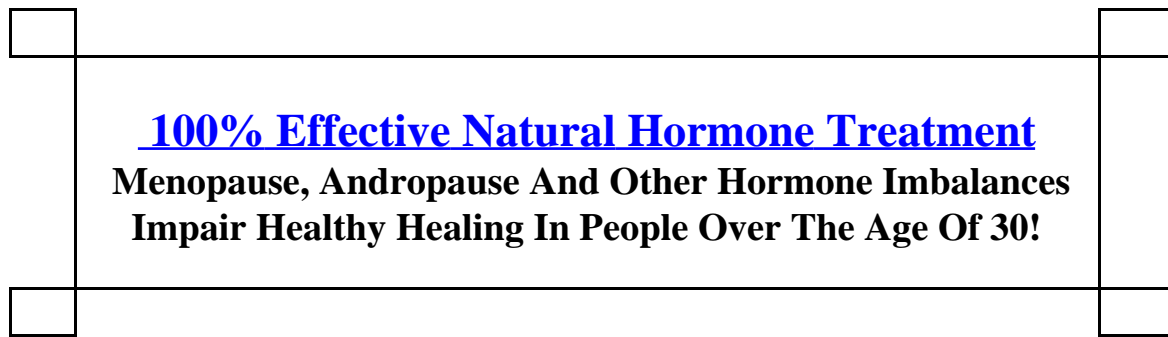


Your Article is Being Used Without a Resource Box – What Can You Do?

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Your Article is Being Used Without a Resource Box – What Can You Do?

By Francisco Aloy

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Your Article is Being Used Without a Resource Box – What can you do?

Sooner or later, no matter how much you hate it, some Webmaster is going to use your article and won't include your resource box. Another common practice is that of replacing your HTML link with a text link. Funny thing, when you submitted the article, it had a HTML link!

Before jumping the gun and coming down hard on the offending Webmaster, take time to think. There are many reasons for somebody to do that. It could be lack of experience or ignorance; the feeling the Web is so big they'll never get caught. Maybe there was something in your resource box they didn't like.

Some Webmasters might feel that your resource box is more of an advertisement than an "About the Author" box. It still doesn't make it right and they should contact you to make modifications. I know most Authors would find a way to accommodate such a request; all you got to do is ask! Thanks to Janet Attard of [www.businessknowhow.com](http://www.businessknowhow.com) for pointing that out.

Of course, there are plenty of slick reasons experienced Webmasters won't post your resource box or include a real HTML link. Some feel that giving you a real HTML link will "dilute" their Google Page Rank.

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The irony is that most articles are usually placed on a web page with zero ranking! Like the song says: "Nothing from nothing leaves nothing." I wish one of those Webmasters would explain the steps taken to arrive at such obviously faulty logic ...it sure does escape me!

All the same, how should you deal with it? Anybody can make a mistake. Is there a sensible course of action that will get the best results? At what point should the varied responses escalate to the next level; what is the criteria?

The considerations to resolve your next step are these:

(a) How much damage has the unauthorized use of your content done to you? For example, if a Webmaster took the content of your index page, that could be considered an action of great damage and require swift and unequivocal action on your part.

Should they take non-essential content, such as your privacy and contact statement, don't sweat it! The content and language used is so generic and commonplace that it will never dilute your Page Ranking on account of duplicate content.

Another thing to consider is the amount of time wasted in dealing with the matter. Some article writers expect a certain amount of their work pilfered and misused. They consider it a cost of doing business.

(b) Are the offending Webmasters willing to fix the problem? Are they easy to contact or are they hiding and ignoring you? What degree of communication have you received since your initial contact? Are they blatantly stonewalling you?

A sure sign of their strong-arm attitude is the lack of a privacy and contact statement. It leaves you no choice but to use Whois and do a domain search. Of course, they may never read your email. When was the last time you looked for any email coming from your domain contact info?

Another contact option would be to join their Forum and send them a private message about your concerns. Your initial contact with them should be businesslike and presented in a respectful way. Very important since you don't want to

inflame any passions; remember, this is business.

All the above should be taken into account before you decide the level of response. A lawsuit should be your absolute last consideration. The obvious damage should be great and all other avenues exhausted before you take such action.

Please consider these better options:

(a) If it's not a big deal, ignore it. Why waste your time?

(b) A strong and resolute email will do wonders. Contact their hosting provider and have them enforce your DMCA rights. It's best to deal with stonewalling Webmasters through a third party.

Thanks to Armando B. Silva of <http://profits.cc> and Philip Liu of [www.web-marketing-blog.com](http://www.web-marketing-blog.com) for that one.

(c) Publish all your articles in an eBook format and give reprint rights with free registration. Sell the branding rights to Webmasters and let them place their affiliate links. Viral marketing at its best and folks pay you to become your affiliate. I love it! It's win/win/win/win ... Steve Yakim of [www.ezasmagic.com](http://www.ezasmagic.com) gave me that creative tip. Thank you, Steve! Great tip!

(d) Publish your article as a Javascript (.js) file and only give Webmasters a line of code that links to it. In that way, you have control and your resource box info will be available. I want to thank Sherice Jacob of [www.ielectrify.com](http://www.ielectrify.com) for that great tip.

(e) Call your article "Sticky Shareware" and let folks know they can give it away for free but only with the included resource box. It's a way of demonstrating how strongly you feel about your article usage; meaning: don't you dare remove my resource box! Thanks to Claire Koch of [www.lazyliving.com](http://www.lazyliving.com) for that tip.

(f) My personal favorite: Ridicule! Have writers come together and create a website dedicated to showing those individuals as they really are: Unethical drones utterly lacking any creative ability. Create and present awards to the most blatant offenders.

In a few words: Laugh them out of town!

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The options to deal with unauthorized content use are many. I hope this helps you find your favorite way of dealing with that dreadful problem.

by Francisco Aloy

(C)Francisco Aloy

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Agreement reminder, not part of the article:  
Please include my working hyperlink in the resource box. Remove paragraph before posting.

Francisco Aloy is the creator of theThe Newbie Business Guide. Articles,Forums, Opportunity and much more!Discover the marketing punch oforiginal content! <http://www.newbie-business-guide.com>

### **Do Not Sell in the Resource Box!**

**By David McKenzie**

#### **Do Not Sell in the Resource Box! by David McKenzie**

Most people assume the resource box at the end of the article is their opportunity to sell.

You write an article and can sell your product or sell yourself via a link or email address in the resource box.

However this is NOT the most effective way to use the resource box. You can actually increase sales by not using this approach.

You really should not sell in the resource box but rather get the interested visitor to take further action.

You give' with your article but you try to receive' with your resource box. But what should you receive?

Instead of trying to sell a product directly through the resource box, there are more effective techniques that provide long-term benefits.

Here are 3 offers that you can provide in your resource box:

1. A free email course. This way you get subscribers and you can then market your product throughout the email course.
2. A free ebook download. Promote your product via links throughout the ebook. Also, offer the email

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course in the ebook as well.

3. An ezine packed with valuable content published either weekly, twice a month or monthly. Then promote your product with ezine ads throughout each issue. But make sure you do not go overboard with ezine ads. Generally, the fewer the better.

The resource box is an invaluable marketing tool but is often used for making direct sales.

However, my own research has shown that by providing offers through the resource box rather than the product itself, your sales will actually increase.

In the resource box provide an offer for readers to take further action.

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!



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