



Article Marketing Overview

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ArticleDemon



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Chapter 1: What Is Article Marketing?

Article Marketing is a type of advertising that has gained considerable momentum in the past few years. Article Marketing is an Internet Marketing Technique to subtly advertise products and services by writing and submitting a short, highly focused article, relevant to a particular niche market or industry via online article directories. Most article directories receive a good volume of traffic and many are considered as authority sites* by search engines, which often results in submitted articles receiving substantial free traffic.

Another aspect that distinguishes articles that are written for marketing purposes is that they all contain a bio box and byline, which together are also known as the resource box, and which in turn includes all the necessary references and contact information that lead to the original article author.

While at first sight this marketing method might seem like just giving away information for free, the truth is that it holds the potential to greatly increase your credibility and thus, build a name for yourself in your industry.

**Authority sites generally have more content and pages than other sites. The search engines feed on content-rich websites and they do better when going head-to-head with a smaller site.*



Chapter 2: Main Purposes of Article Marketing

While many individuals and online businesses believe the sole purpose of article marketing is to just bring traffic to their websites, the truth is that this advertising method possesses many benefits. All in all, there are three main purposes / positive aspects that can be achieved by any successful article marketing campaign:

Obtain links to your website

The main purpose of any article marketing campaign is without a doubt to build a solid flow of incoming links to your website. Articles are a great way to build incoming links, thanks to the author's resource box, which in turn includes all the necessary references that lead to your business.

Example:



Jonz David - About the Author:
Jonz David is a full time copywriter with a background in internet marketing. If you need someone to write your sales letter and seo articles, you can get a list of copywriting services at [cheap copywriting services](#).

The link building aspect of article marketing acquires such importance is because directories such as EzineArticles, ArticlesBase, Isnare and GoArticles are considered authoritative in the eyes of the search engines. What this means is that your website will be seriously considered when these authoritative article directories are linking to you.



Obtain direct traffic from Article Directories

Another one of the main purposes of submitting your articles to article directories is that you will also get direct traffic from them.

This is called internal traffic and is one of the most beneficial types of traffic that any website owner could hope for. This is because, since hundreds and even thousands of articles are submitted to article directories every day, the most relevant article directories are rapidly becoming increasingly reliable sources of knowledge and information.

Article databases provide a vast and high-quality knowledge database, but one that is strictly organized by user and exposition, and where many different articles can be found on almost any given particular topic, giving the user a lot of room to choose the one that suits him best.

Hungry users that arrive to any article directory seeking for a particular piece of information are extremely targeted potential customers , which are the best kind of traffic any website can get. They will not just benefit from the information provided, but will most likely click on the links you had embedded your article with. An interested reader will even take up what you have to offer.



Obtain traffic from search engines

Once the search engines have indexed your article, your article might appear to your potential customers when they perform a search on a particular keyword. So, if you happen to have a somewhat "young" website (one that has not been online for too long), then by submitting your articles to the most important article directories you will be giving your website a much needed push, since users will easily find your article (and therefore, your website).

As mentioned above, one of the main purposes of article marketing is to obtain links to your website. This will help increase the search engine ranking of your website for a particular keyword. For example, if all the articles you have submitted to the directories are linked back to your website with the keyword "car wash in San Francisco", your website will rank higher for that particular keyword.

Article marketing is a very important internet marketing strategy that is rightfully gaining acceptance among not just experienced online businesses and users, but also among smaller and not-so-technically-oriented businesses, who are implementing their own article marketing campaigns with much success.



Chapter 3: Submit to Many Article Directories or Just to a Few?

While article directories are not something really new to the online world, their rules and the rules of the Internet itself can still prove to be somewhat unclear for those who are not familiar. As a result, both individual users and online businesses that write articles for marketing purposes have many doubts on whether they should submit their articles to several article directories or to just a few.

While the short and simple answer would be that there is absolutely no problem with posting to as many articles directories as possible, it deserves a more thorough explanation.

The importance of the number of traffic sources

One of the main purposes of any website (besides providing quality content or a service to its users) is to generate targeted traffic that is ready and willing to take action on what the website has to offer. Without traffic, regardless of how relevant and helpful its content proves to be, any website will be left in the dark. This is due to the fact that, contrary to what happens on the "real" world, online businesses do not have a physical location where they can be "found" by people. Instead, any given website needs to step forward and actively look for its users.



Here is where important and relevant traffic sources (i.e. articles written for traffic purposes) come into play. And the objective of the many campaigns and strategies that online businesses implement is to build high-quality incoming links to their websites, links that need to come from important and recognized external websites.

These kind of links, when evaluated by search engines, provide the websites where they point to with more relevance and therefore, with a better ranking on those search engines. In the same way, search engines assign more importance and value to websites that are linked from more important ones.

Now, if instead of having a link to your website from one important online authority, you had several links all pointing to your website from many important external websites, then the positive effect would be multiplied. This is exactly why it is not just ok, but also highly recommended to submit your articles with different content to as many good article directories as possible.

This analysis completely puts to rest any fears that website owners might have about being penalized or "punished" by search engines for their content appearing "multiple" times on the web. In fact, the moment search engines find an article that is not only listed on the major and most important article directories, but that also are being heavily referenced by users, this will serve them (the search engines) as a clear indicator that such article is of high value for the Internet and it will assign a high search ranking to it.

Now, as has been thoroughly explained, website owners and article authors should not be scared or intimidated by the prospect of submitting their articles to many article directories.



Chapter 4: Can I Submit Identical Content (Duplicate Articles) to Different Article Directories?

As explained above, the more articles any given website owner manages to submit to article directories, the better his chances to get better rankings on search engines will be. However, it is **not advisable to submit identical** content to different article directories.

Some articles directories, especially the most important ones (such as EzineArticles), take great care on the kind of articles they list on their websites. They have several online systems in place that can track duplicate articles and other articles that do not comply with their basic guidelines/requirements.

Here are the most common of such guidelines that authors will face when trying to submit their articles on most article directories:

- **Authenticity:** Every article submitted has to be original and not copied from anywhere or anyone.
- **Usefulness:** Every article submitted needs to be useful and related to a specific field of knowledge.



- **Not Ads:** Even though we know the main purpose of submitting articles is to gain links and targeted traffic to your own website, any article that explicitly advertises something (like a press release or a sales letter for example), will be immediately reported by a user (since they expect to find information, not promotions) and rejected by the article directory.
- **Punctuation rules:** Articles are required to comply with the basic punctuation rules, like the use of periods, colons, semi-colons and so on.
- **Contact information:** As a way to be sure that authors back their own articles, article directories require them to provide information such as personal email address and phone number.
- **No adult content:** Articles should not contain adult material and should not link to any adult website either.
- **Respect for privacy:** Articles should not deal with topics that directly affect peoples' privacy, like hacking computers or accounts of any other kind.
- **No duplicates:** Some article directories have a system that will automatically scan your article for duplicate content that appears on other websites. If duplicates are found, the article will be rejected. As such, it is best not to submit duplicate articles to many different article directories. The best solution is to rewrite the same article for different article directories.



Chapter 5: Problem With Article Marketing

Even though more than half of the traffic generated by articles comes from the top ten article directories, the truth is that in order to take advantage of the other half, you will need to submit your articles to the rest of several hundreds of smaller article directories out there.

However, the submission process is an **extremely repetitive task**, especially if you are going to create new accounts, verify new accounts and submit articles to hundreds of article directories.

That is, without considering that every article directory requires a unique sign up process, as well as compliance with a specific set of guidelines that they may have. This in turn, has led many to simply submit their articles to just a few of the most important article directories, completely dismissing the rest of them.

Manually submitting your articles to every directory out there represents a **tremendous investment of time**, time that you as an author, could be using to write more articles and earn more money.



Chapter 6: Solution to Article Marketing

Thankfully though, there are far easier ways to do Article Marketing and that make it really worth it. One of the most popular and effective article submission software is known as **ArticleDemon**, and it is an all in one solution that takes care of all the problems that are present on article marketing submission campaigns, like creating a large number of accounts and repeating processes across many niches.

The screenshot displays the ArticleDemon 1.0.0.0 software interface. The main window is titled "ARTICLE DIRECTORIES" and shows a list of article directories and search engines. The interface includes a menu bar with "Dashboard", "Prepare", "Submit", "Report", and "Scheduler". Below the menu bar, there are buttons for "Add Article MS/ Friendly / Dashboard", "Remove Article Sites", "Restore Grid Layout", and "Scan PR (Self-Added Sites)".

The main content area is divided into two sections: "Article Directory" and "Search Engine". The "Article Directory" section contains a table with the following columns: Site, Group, Block Public, Multiple Pen, Requires Category, PR, and DoFollow / NoFollow. The "Search Engine" section contains a table with the following columns: User Accounts, User Name, and Is Activated.

Site	Group	Block Public	Multiple Pen	Requires Category	PR	DoFollow / NoFollow
<input checked="" type="checkbox"/> ezinearticles.com	MAIN			<input checked="" type="checkbox"/>	6	DOFOLLOW
<input checked="" type="checkbox"/> familyfriendsph...	ARTICLEFRI...	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	3	DOFOLLOW
<input checked="" type="checkbox"/> fav.com	ARTICLEFRI...			<input checked="" type="checkbox"/>	4	DOFOLLOW
<input checked="" type="checkbox"/> financebusines...	ARTICLEMS			<input checked="" type="checkbox"/>	3	DOFOLLOW
<input checked="" type="checkbox"/> freearticlesnow...	MAIN			<input checked="" type="checkbox"/>	3	DOFOLLOW
<input checked="" type="checkbox"/> goarticles.com	MAIN	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		4	DOFOLLOW
<input checked="" type="checkbox"/> golfarticles.net	ARTICLEDA...		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	4	DOFOLLOW
<input checked="" type="checkbox"/> hobbyarticledir...	ARTICLEDA...		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	3	DOFOLLOW
<input checked="" type="checkbox"/> homebiznow4u...	ARTICLEFRI...	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	3	DOFOLLOW
<input checked="" type="checkbox"/> hostmelve.net	ARTICLEFRI...	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	3	DOFOLLOW

Legend: Normal Requires CAPTCHA Site Added in Past 7 Days Editable (* columns)



As there are so many directories you can submit your articles to, making use of a powerful piece of software like ArticleDemon will take a lot of the hard work out of submitting to these sites, letting you cover a lot more ground in a much shorter amount of time.

Here's what [ArticleDemon](#) can do for you:

- Automatically create accounts and pen names for hundreds of article directories.
- Allows you to self-add unlimited number of article directories that uses script such as ArticleMS, ArticleFriendly, ArticleDashboard, ArticleBeach and Wordpress.
- Automated Account Activation by verifying your emails for you.
- Article Status Checker to find out if your submitted articles are published.
- Scheduler to schedule your account creation, pen name creation, article submission tasks.
- Article Spinning And Rewriter using spinning syntax in the form of { | } to create thousands of unique versions of your articles.
- Mass Replace Synonyms to instantly create spin syntax to all words/phrase found with synonyms.
- Niche Synonyms classification to group your synonyms into different set of niches.



- Synonyms Harvester to build your personal powerful synonyms database using your existing spun articles.
- Accurate Category selection.
- Preview capability on how your spun article will look like as you rewrite.
- Project management for your multi-niche needs.
- Comes with Visual Aid services for 100% unmanned submission.
- Anti-bot to simulate human-like submission behavior.
- Multi-threading for faster submission.
- Proxy rotation support.

If you plan to make article marketing an integral part of your advertising campaign, you need to be as efficient and as outreaching as possible. The only reliable way to accomplish this is by taking advantage of software like [ArticleDemon](#) that will ensure you receive traffic from your articles in the long term.

In fact, the lasting effect of well written, properly submitted articles will benefit your website even when its sources of organic traffic diminish, since then your submitted articles will still bring fresh traffic to your website.



You will also get my **AD Ultimate Guide** -



It is a full guide on how to use ArticleDemon with simple step by step instructions. You will also learn –

- 1) How to Write Articles That get All the Attention***
- 2) How to Write Your SEO Title***
- 3) How to Format Your Article for Optimal Results***
- 4) How to Write a Resource Box that Gets the Click***





On top of that, you will get a bonus list of Article Directories to add into the software. There will be more than 200 bonus article directories for you to add.

If you compare ArticleDemon with other tools in the market, you will find that it has the best value in terms of features and pricing. No other software is packed with all the features at such a low price. Stop wasting your time submitting your articles manually. Get a copy of [ArticleDemon](#) today.

To your success,

A handwritten signature in blue ink that reads "Edwin Brian".

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