

Article Marketing: Tips on How to Write an Effective Article

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Article marketing has proved to be a very effective way to gain customer contact and ultimately, sales for your business. There are many ways to advertise a business today. Advertising online or with other offline sources such as TV, radio, magazines and other media will take your message to interested consumers, but at what cost? Online article marketing has proved to be very cost effective.

So it is important that you know how to **write an article** to achieve effective article marketing. Here are a few tips to help you achieve a good article.

- **What is the primary reason** for writing your article? Articles not only are great for marketing your business but they can also be used for your web sites, blog posts or even your business FaceBook page or other social networking sites.
- **It's all about the title.** Having a catchy title that includes your keywords will help to catch the attention of your readers. Keywords that pertain to your business, industry or niche are very important to search engines as well.
- **Themes** that are in demand or most popular will pull in readers too. If current news is discussing something about your industry or market niche, write about that which will make your article stand out and higher chance of being seen.
- **Keep it short!** When writing your articles keep the word count within 400 – 700 words. And keeping your paragraphs short makes it easier for your reader on the internet. Always including your keywords about every 100 words will also help to get your article noticed by the search engines.
- **Keep it interesting.** Your articles should be written staying within your theme but also make it interesting enough for the reader to want to keep reading to the end. Provide bullet points of interest, lists of tips, information or other interesting facts that pertain to your theme.
- **Resource box is so important.** This is an area that many people fall short on. The forget that this resource box is about the author. It should always include your name a brief description about your self, your business or even your business motto along with a link to your website. This is key if you want visitors to your site and those visitors to turn into customers. If you know html, then hyperlink your keywords back to your website. Another great way to capture attention.
- **Distributing your article.** You want people to find your article so distributing it to online article directories is very important. Submit articles to the top ranked article directories for better exposure. Search engines generally spider these higher ranked sites more often and your keywords could get picked up and noticed. Be sure to put your article

in the proper category so people can find what they are looking for and they can find you easier.

- **Get other articles for ideas.** If you are having a hard time wondering what to write about, then go to some of the article directories, search your key word or theme, and pick some of the articles that may be of interest to your readers. Of course never copy anyone else's work. Just use these articles as a point of reference to help you write something similar or to give you ideas.

These are just some of the several suggestions and ideas to writing an effective article for your online business. The more articles that you can write and submit, will give you a greater chance of getting more and more traffic to your website.

Lynn Brown – Online Business Professional, Passion for helping others achieve their online business success by sharing my knowledge and experience. Offering Free one-on-one consultation for online business success. <http://www.learnit2earnit.com>