

Article Marketing Truth

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Driving Traffic With Article Marketing

Why You Must Write Your Articles With Traffic Generation in Mind

If you do not write your articles with traffic generation specifically in mind, you will not get as many clicks to your squeeze page. You see, when you write articles for just about any other reason, you want people to get all the information they need in that one article.

But not so, if you are using the articles to drive traffic. You want people to feel two things when they finish reading your article: 1) That you delivered really good, helpful information, and 2) That they want to read more.

So you have to have a balance of really good information that answers their question, yet leaves them hanging, so they feel like there is more information needed.

If you do not effectively do this, you will have people read your article, appreciate the information, and yet not visit your web site. But at the same time, if you do not give them good, solid information, they will not feel you have enough information on the topic to warrant them joining your list.

As you write articles and work specifically towards making this balance happen, you will be able to do this more effectively.

How to Decide What to Write About

I am assuming at this point that you know what your niche or topic is and that this section is designed to help you decide what you should write in regards to your niche or web site topic.

Start with your niche or topic, for example, gardening.

Then make a list of things that people might want to know about gardening.

For example:

How do you garden?

What climates are good for gardening?

Do you garden differently in different climates?

What types of things can you grow in the cold climates?

What types of things can you grow in the hot climates?

Notice at this point how I am building a number of questions around one subtopic of gardening: the climate. You can probably think of 20 or 30 more questions related to just the climate.

Now for a change of subtopic, for example: tools for gardening

What types of tools do I need for gardening?

What are the easiest tools for gardening?

Are there different tools for different plants?

Where do I buy quality tools for my gardening?

What are the top three tools for gardening?

And again, you can add many more tool questions, especially if you are in the gardening niche and understand gardening (I am not, and don't).

Now you should be able to easily think up 20 subtopics for your niche, similar to the two I suggest here for gardening. For example, in the gardening niche:

Temperature

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Color
Brand
Soil
Weather
Time of year
Part of the world
Seeds
Plants
Vegetables
Fruits

Obviously this is a partial list of all the subtopics for the gardening niche. Come up with at least 20 for your niche, then write at least 10 questions to answer for each subtopic.

Next, write an article about each question...just given this scenario, you will have 200 article subjects ready to write!

How to Structure Your Articles so That People Will Click Into Your Web Site After Reading the Article

As I have mentioned already, one of the big keys when you are writing articles and you want people to click through to your website, you have to both answer the question they are asking, and give them enough information to see that you know what you are talking about, and that they like your style, and yet you have to leave them hanging at the end.

Now, one of the things I find that really leaves people hanging is simply the exclusion of a concluding paragraph.

Most people are accustomed to reading an introductory paragraph, then some substance, then a concluding paragraph. But when I write articles, instead of getting a concluding paragraph they get, instead, my bio that starts off with something like:

To read more on this topic, click here:

So they are left hanging, and then I give them a way out: they can click through to get more information.

How to Write a Title for Your Article

Your title is extremely important, and must be compelling. It must drive the surfer online to click into the article to read it. It must therefore be specific about what it is going to address, because the surfer is looking for specific information.

Keep in mind, if they do not open your article, they will not read it, and if they do not read it, they will not click through to your web page. So the title is critically important. Now, not only should the title give specific information about what the article will cover, it also needs to have very specific, keyword-oriented language so that if someone is searching the internet or an article directory for specific information, they will be able to find your article.

I like to begin my title with the keyword that someone might use to find my article, if they are interested in the article topic.

For example, if I am writing an article about deep sea fishing, my article title might read like this:

Deep Sea Fishing – Fishing Equipment Hazards and Warnings

Now that is a very highly targeted keyword rich article title.

If someone types in something like deep sea fishing hazards or deep sea equipment warnings, I might get a click into my article. These are very targeted readers, as should be most of your article readers. You see, the more highly targeted is a reader, the more likely they are to be in the buying stages, and not just surfing aimlessly.

Now after the keyword beginning, I am very specific about what the article is going to cover.

Now, one thing that is very important here is that your article actually answers or addresses the question or specific topic in the title. That is a credibility issue. If the reader does not think you have been honest in your title about the article, they will doubt your credibility when it is time to subscribe or buy.

How to Write the First Paragraph of Your Article

Although I have included this first, because it occurs next in the article, if you are just getting started, it might be easier to write the body of your article first, and then write the first paragraph afterwards. This allows you to ‘cheat’ by alluding to the points in the body of your article. Then you can add an introductory sentence, create a transition line into the main points, and you are done.

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But if you write it first, you can write it like this:

Write 1-3 sentences introducing your idea.

For example, in keeping with the deep sea fishing equipment topic, my introduction sentences might look like this:

Deep sea fishing, although lots of fun, and generally safe when done correctly, can be fraught with danger when the equipment used is not correctly inspected. It is important to have your deep sea fishing equipment inspected regularly.

Next, I might list the things that the equipment needs to be checked for. After that, I will include something like this:

Here are the steps you need to take to make sure that your deep sea fishing equipment is in safe condition before you leave the dock:

How to Write the Body of the Article

In the body of my article, I am going to address each of the main points that I alluded to in the introduction. If you are writing the body first, pick 3-4 main ideas that the reader can benefit from knowing, that are directly related to your chosen article title or topic.

You can either write a paragraph for each one, or list each idea in a bulleted or 1,2,3 fashion.

One note on making your article keyword rich: Although I am not a big proponent of spending a lot of time keyword optimizing articles, one thing that is easy and helps with keyword density without making the article stiff is to begin each point with the keyword or keyword phrase.

For example,

- 1) To keep deep sea fishing equipment safe....
- 2) To inspect deep sea fishing equipment....
- 3) To maintain deep sea fishing equipment....

In this way you are using the keyword phrase without making the article unwieldy or unnatural.

How to Write the Conclusion to the Article

Now, if you have been reading all of this book, and not jumping around you know by now that I do not generally use a conclusion to my article.

But if you feel the need to...

Here is how to do it.

Start with a sentence that summarizes your main idea, then follow with summaries of each of your main points, then add one more sentence that finishes things up...

In all reality, though, if you are writing articles for list building, leave the conclusion off and go directly to the compelling bio.

How to Write a Compelling Bio to Generate Clicks to Your Web Site

One of the most important things in writing a compelling bio is to immediately, while the reader is fresh from reading your article, give them a really good reason to go to your squeeze page.

Here are some ideas of how I do it:

To download my new free ebook on deep sea fishing equipment, click here:

To take a look at more articles just like this one, click here:

To read my free report, 'Taking Care of Deep Sea Fishing Equipment', click here:

To subscribe to my free course 'Deep Sea Fishing Tricks and Techniques', click here:

Notice that I do not begin with: Sean Mize is an accomplished deep sea fisherman and has won numerous awards for his huge and unbelievable catches.

They already know that I know what I am talking about after reading my article. If I don't know what I am talking about, no amount of self-acclamation is going to change that, and if they already know from the quality of my writing...what do I gain?

The key here is, I want them to immediately go to my squeeze page while they are hot, while they are really interested in my topic, not after they get bored by my self-praise.

At the end, I might put something like this:

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Sean Mize is an accomplished deep sea fisherman who has been teaching fishing for 10 years.

Notice that this line about myself is much more modest than the earlier example, and gives the reader a reason why I might be able to help them...not that I have received awards, but rather that I have been teaching for some time.

Obviously, you have to adapt it to meet your needs, and it is often helpful to write out many potential bios, and then start eliminating those that don't feel good.

Remember, the process of article writing and traffic building is as much an art and works on the feelings people get when they read your articles, as it is a science that appeals to people's needs. If it doesn't feel good when you write it or read it to yourself, it might not to anyone else, either. On the flip side, do not let that hold you back, especially if you are overly critical of yourself – just write something, follow the patterns in this book, and you will get better with time.

Formatting Your Articles For Maximum Readability

If you are using the techniques described in the previous sections, you will already have a pretty readable article.

To make your article even more readable, add breaks after every few lines.

So for example, if your introductory paragraph has 5 sentences, but each sentence is 3 or 4 lines long, break that into 5 paragraphs. Do not worry that it is not technically correct...it is far more important online that it is easily readable.

If your paragraph has 8 lines, perhaps split it in two – find a natural breaking point, even if the subject will still be the same, and add a line between the sentences.

This will keep the article easy to read – remember some people will not read the entire article; they will just skim the first few words of each paragraph, so you want it to be easy for those people to get a feeling for what you are writing about.

Where to Submit Your Articles for Maximum Traffic

Although you can search the internet for article directories, and there are probably over 500 working article directories, I am including a list of article directories to which I have submitted in the past.

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Now, my personal recommendation is that for the purpose of driving traffic, you are far better off writing multiple articles and submitting them to the first 4-7 article directories on the list, than writing a few and submitting them to all the directories. The reason is that the traffic on the first few article directories in this list is significantly higher than probably all the other directories combined, so your time is probably much better spent writing additional articles.

The only exception to this is if you are writing and submitting articles for the purpose of creating backlinks for search engine optimization (which is not the purpose of this book, or this system). In that case, you are better off writing a few articles, altering them slightly, and sending them to many article directories. This will gather you more backlinks to your web site, but this method will not really increase your traffic unless you are able to achieve something like a top ten search engine ranking in a reasonably high traffic keyword. When done properly, that technique can result in long term search traffic, but that traffic does not usually occur right away.

Again, for the purpose of the system in this book, you should only submit to the first few article directories on this list.

[Ezine Articles](#)

[Search Warp](#)

[Go Articles](#)

[Article Bank](#)

[SG Web Design](#)

[Article Dashboard](#)

[Article Marketer](#)

[Article Sender](#)

[Isnare](#)

[Idea Marketers](#)

[Christian Notepad](#)

[Christian Article Bank](#)

[Article Alley](#)

[Article 99](#)

Article Marketing Truth

[Business Tool Chest](#)

[Content Articles](#)

[Freezinesite](#)

[Ezine Plug](#)

[Eclipse Articles](#)

[Articles 365](#)

[Articles Submit](#)

[Add Article](#)

[Article Boy](#)

[Digital Women](#)

[Articleson](#)

[Article City](#)

[Web Pro News](#)

[Author Connection](#)

[Free Articles Search](#)

[Articles Base](#)

[Jesus Works](#)

[Boconline](#)

[Connection Team](#)

[Article Motron](#)

[Articlesrus](#)

[Article Leader](#)

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[Relationships Article Library](#)

[Writers Pen Article Directory](#)

[My Do Little](#)

[Add Me](#)

[Decision Web Systems](#)

[Articles Galore](#)

[Article Database](#)

[Archivex Ht](#)

[Mega Articles](#)

[Business Highlight](#)

[Lead Articles](#)

[Link Snoop](#)

[Pure Directory](#)

[Sir Look](#)

[Article Zilla](#)

[Buzzle](#)

[Easy Articles](#)

[Article Warehouse](#)

[Main Street Mom](#)

[Press Article](#)

[Article Depot](#)

[Amazines](#)

[Article Hub](#)

[Content Desk](#)

[Article Teller](#)

[Article Capital](#)

[Urban Christianz](#)

How to Submit Your Articles

When you first get started submitting articles, you will need to create an account with each of the article directories to which you wish to submit articles.

Because of the prevalence of spam article submission, most of the article directories will require that you respond to a confirmation email before you can submit any articles, and some of those emails can take 30 minutes or more for you to receive.

So the easiest thing to do is to go through the list of article directories, signing up with each one, assembly-line style, then go to your email and answer each of the confirmation emails, again assembly line style.

Next, once you have registered with all of them, you can go back and start submitting your articles. Once you have written the article, you can pretty much copy and paste each of the parts into the various forms required by the article directories, and just keep in mind that the first few that you submit will take longer to submit than they will once you know exactly what each directory requires.