

## Three Tips For Article Marketing

Article marketing is proved to be one of the best online marketing methods. In fact, it is not very difficult to engage into article marketing. You will be writing some articles about your niche or industry. And then you will submit them to various article directories. By doing that, you can gradually build up as a expert in your industry.

You can also put your website link in the articles. As a matter of fact most article directories allow authors to put up to three links in each article they submit. Besides the website URL, you can also put the link directly to the product page. As an internet marketer, you can also put a link to your affiliate site.

The links in the articles will also help for your search engine optimization. Nowadays search engines such as Google place quite a high weighting on the number of back links to a website when they are ranking for it. When you submit more articles to the directories, your website will be gaining more back links and this will certainly help you site to get a better position in the search results. Below are some tips for you when you are doing article marketing.

1. The resource box or bio box: You will most probably include the URLs of your website in the resource box. As a matter of fact some article directory will only allow you to put links or URLs in the resource box. At the point you will understand that the bio box plays a very important role in your article marketing campaign. Normally, you will only be allowed to have three to four sentences in the bio box.

It is suggested that you put your name or the author name in the bio box. And of course you will also put the URLs and links of your website in the bio box. Some people will choose no to put their names in the bio box but some directories may reject your article if you do not put your author name in it. As a result, it is still better to do that in order to reduce the possibility of being rejected.

2. Article content: Without any surprise, the content of the article is also very important. The article should be informative and useful to the readers. Remember that the aim of submitting articles is to build up your image as an expert in your industry. You will fail to do so if your articles are just rubbish to the readers. As a result you should pay extra attention to the content.

There are a lot of excellent articles out there for your reference. In fact, topics such as product reviews are always excellent in order to create good articles. Besides, the news in your industry will also be worth writing on. You have to bear in mind that your main target is to let the reader learn more but not sell the products to them.

3. Submitting the articles: After you have written the article, you have to submit it. However, it is better that you join some article distribution network to submit the articles instead of submitting them manually yourself. You should spend more time on writing rather on submitting. At the end of the day the cost for join article distribution network is not high. Alternatively you may also hire some companies which provide manual article submission services to do the job for you.

## About the Author

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