

## How To Get To The Top Of Google By Article Writing

You can make article writing a key to topping the search engine Google. Here is why this works. Search engines want searchers to have a good experience when they search. That means finding good information easily. So what is good information. Well, it must cover the topic that was searched, and it should also have some indication that it is well regarded by others. That translates into good keyword use and links from other sites to yours.

### How to Write Good Articles

Write about what you know. If you write about things you have experience with, you write with more conviction. This makes for better articles and more readers will want to see more of your stuff. And if you don't know much about a topic, then do some research to get more familiar with it.

You probably have a hobby that people would like to know more about. Articles on hobbies like photography, cooking, music, gardening are some that will get readers.

Article writing needs to be kept short - A four hundred word article is just about perfect. If a longer article is a must, keep it around 1500 words. Just ensure that the article has sustained reader interest.

Focus on keywords - This aspect cannot be overstated. You need to optimize your article for keywords. Let your keywords turn into links back to your site. Include keywords in the headline, at the beginning of the article and a number of times in the main body of the text. This is essential for article writing success. But don't just load your article with keywords or it will not read naturally and search engines will penalize you.

Once you have it written, you need to get it submitted to the article directories. This is where you will get the links back to your site. And if you can submit or make available unique variations of your article, then other webmasters are more likely to want to use it on their website or newsletter.

If you write a decent article, you will find that many directories and sites will use your article. Everyone wants to supply useful information on their sites, and if you can give it to them, you will get the payback of having lots of links pointing to your site.

You may not see results overnight. You need to give the search engines time to spider the sites where your article is located and then update their index. Even 100 inbound links may not make a big difference in your rankings, depending on how competitive your topic is. But your efforts will reward you in long term links and if you continue to submit articles you will find that the work involved more than outweighs the benefits, and is a much better long term marketing strategy than many others.

### About the Author

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