

Get Started!

How To Upload And Promote Your Rip2It Websites

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Presenters – Chris and Jenny Ford



Article Marketing

Before we start – register at goarticles.com



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- | | | | | |
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| Dating | Hobbies | Multimedia | Science | Women's Issues |
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Article Marketing

- Think about printed magazines and newspapers – they have experts writing articles
- The experts don't get paid – they get publicity
- The publications get free content
- The readers get good quality information
- It's a win/win/win
- Often, the expert's column is syndicated to several publications



Article Marketing

- The internet made it possible to have an electronic magazine – an e-zine
- Usually emailed, but can be a web page
- Work in much the same way as print magazines, except they are generally free
- No staff journalists, so 100% of the content is expert articles
- There are online libraries of expert articles, called “article directories”



Article Marketing

- You can submit articles as an expert
- Every time the article is viewed or syndicated, your “author bio” information is shown – along with links to your site
- Use keyword-anchored links in your bio box to build your site's standing in the search engines
- Some article directories also allow links in the body of the article – check the Editorial Guidelines



Writing An Article

- The Persuasive Article – Attention, Agitation, Solution, Call To Action
- The How-To Article – gives enough to let them know they need more
- The FAQ (Frequently Asked Questions)
- The Review (particularly useful if you are targeting product-related keywords)



Writing An Article

- Keyword-rich Title - “Keyword Phrases – 3 Ways To Locate Long-Tail Keyword Phrases”
- Keyword phrase at least twice in first paragraph, once in the first 6-8 words - “Good keyword phrases can be hard to find ...”
- Keyword phrase at least once in the last paragraph, and at least 2-3 times in the body
- 400-700 words
- Short paragraphs, 1-3 sentences



Writing Your Author Box

- Include at least one live link, preferably two
- Use keywords as anchor text
- Link directly to the relevant page on your site – <http://mydomain.com/keyword-phrase.php>
- Give them a reason to click the link
- Start with “Author Name is ...”
- Pen names are OK – it's better to have a pen name for each niche



Article Marketing

Hands-on – find article on site which is the closest match to the keyword, edit your article to suit keyword and be unique, submit to goarticles

