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There are innumerable article submission websites which are mainly for SEO purposes. Writers who are desirous of submitting their articles have to find out a website pertaining to the same field.If the selected website has a high Google Page Rank which will be mentioned on its Home Page, the writer will have more chances to obtain a reliable one way link to his site.When a writer could not get any search engine ranking benefit from his article, the submission of that article is considered as of no use to him.

Writers have to keep in mind that they must submit unique articles every time.The best way of submitting several articles on same topic will be to create new articles out of the original articles and submit all the new articles on the websites.The original article may be retained for publishing on the writerâ€™s own website.The reason for this is that according to the search engine, one who got a particular article indexed for the first time is the producer of that article.Hence when the writer publishes his original article on another website and if that got indexed first then when he publishes the same on his own website he will be caught and penalized.Consequently, his ranking also will slip down.

With the introduction of tracking tools, writers are able to avoid submission of their articles to the same directory again and again.Though there are thousands of article directories on the internet only the top ranking directories are to be used for submissions.Writers are entitled to keep a link also inside their articles which will enable to build a lot of backlinks.The search engine rankings get a boost with increasing number of links which will ultimately generate more traffic to the writerâ€™s website.

Submission of articles to article submission websites has many advantages.The purpose of publishing an article is that more people should read it.This purpose is served when the article is read by many from any website.By virtue of the links in the article, the ranking of the writerâ€™s website shoots up.The links are free for the writer.Those who read the article from other sites are directed to the writerâ€™s site.Thus without paying anything, the writerâ€™s website gets better ranking.

Website as well as blog can yield revenue only by generating more traffic.Informative and well written article is a must for attracting traffic.Hence article, marketing through submission to the websites has immense scope.

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