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We comes to maximizing your SEO or potentially being paid for article submission and hits there really is no better place to do it than on an article directory. An article directory represents a vast catalog of articles on many different subjects which can be accessed using a number of different search providers. The way that an article directory works is by having individual users submit their own articles to the massive directory which can be cataloged and found by many different users searching for many different topics.

Some article directories will pay the people who submit their articles for the number of hits that the articles receive, giving them a portion of the ad revenues that the article generates. This is the way that some people are able to make money by publishing informative articles which can give users information about a variety of different topics or allow them a step-by-step guide or tutorial complete certain projects. Different article directories will generally be about different topics but some article directories such as about.com and more are able to provide information on topics of all sorts. Generally in order for a person to get paid for these ad revenues they will have to produce a number of different articles on one subject or have to be some form of expert on that subject. Signing up for some of these article directories requires that a person submit a resume with their experience ensuring that their information is 100% correct and reliable. After an article gets a good amount of hits there is a possibility that the author may eventually receive a check in the mail from the article directory paying them out a portion of the ad revenues.

Many Web administrators are also using article directories in order to increase their website's back links and search engine optimization. The way that this works is by submitting keywords about their website as well as tags into each article which will redirect back to the main website that the person is trying to promote. By creating great content which is related to their website and having it link back to the main page, a website creator can effectively boost their search engine ranking by having many results come up in a search for a given keyword. For example, if somebody is creating a website on high-heeled shoes, they may choose to submit information on high heels to a number of different article directories with back links to their original website. By using these article directories and submitting multiple articles potentially in multiple directories, they can use the article directory system to create many search results which will all lead to their original webpage in many search engines. It can be quite a process to find the proper directories and sign up for multiple directories but if a person is looking to increase their search ranking this is a great way to do it.

As you can see publishing to an article directory does come with a number of benefits, not only can you stand to profit potentially from ad revenues, depending on the article directory, but you could also work to increase the page ranking of your website or a client's website as an SEO expert.

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