Article Side

Article Marketing No-Noâ€™s; 3 Mistakes to Avoid by Shelli Rhea

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Article writing and submission is a popular method of gaining website traffic. This growing popularity of article marketing is simply due to the effectiveness of this information based promotional technique. But before you take pen to paper and polish up those creative writing skills, there are a few things you should know, including these 3 article marketing no-noâ€™s that should be avoided at all costs if you expect your article marketing efforts to be successful.

1. Donâ€™t confuse promotion with information.

The purpose for article marketing is promotion, to be sure. But you wonâ€™t achieve the desired results by using your articles as a platform for outright promotion. An effective article needs to be informative; to provide something of value to the reader. If you can keep their attention with your content, the likelihood of readers clicking your link at the end of the article is much greater. This is how website promotion, lead generation and brand building are achieved via article marketing. So inform, entertain and inspire your readers to follow your link for more information to achieve the desired promotional results.

2. Donâ€™t underestimate the SEO power of a well written article.

Keyword optimization is an integral part of your article marketing campaign. Keywords should be mentioned in the appropriate, strategic places and kept within a certain percentage of saturation of the overall text. Anchor text can also be utilized to a specified extend, though this SEO method is only supported by certain article directories. Keyword optimization helps visitors find your content, while giving your website a boost in credibility with the search engines though the creation of external backlinks.

3. Donâ€™t neglect publisher guidelines.

To achieve the desired results, your content must not only be relevant and well written, but it must also adhere to the publisher guidelines for the directories you intend to submit your articles to. It is well worth the extra few minutes it takes to make sure that your work is in compliance with the directory guidelines, as your article may be rejected otherwise, and an unpublished article isnâ€™t going to help your promotional efforts no matter how good it is.

In summation, remember that SEO articles are meant to inform more than to promote. A well-written SEO articles achieves promotion organically. Harness the power of keyword optimization in every article you write, and pay attention to publisher guidelines. By following these 3 bits of advice, you will achieve the most success from your article marketing and promotion efforts.

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