

## [The Top Article Marketing Secrets, Tips and Techniques](#)

The greatest benefit of article marketing is that it is an absolutely free method anyone can use to get free traffic to their site. This is an easy process of using the article, which has a back link at the bottom, to send people who have read it to a website that has more information. The best place to submit articles is a site where you know they have a great deal of traffic every day; an increase in visitors to your site should happen quite quickly.

This is the benefit of using popular sites that have authority and providing they accept your contribution it will help you as well; trust is probably more important on the Internet because most people are faceless.

If you perform this article marketing and submission process on a regular basis, people will begin to search for your material and trust your work. This is why it is so important to show people that you know what you are talking about so they trust the content you provide in the area you write about.

The purpose of all this is to increase your credibility with the various search engines; by default this will increase the number of 'organic' visitors you receive that have searched for something your site has information on. If there are many websites which link with your website then it increases your website ranking which in turn boosts up your traffic gaining. The greatest benefit of this is none of it is costing you a single dollar!

With article marketing, a number of links to other sites can be inserted into it and providing there aren't too many you will not be penalized. Your article must have good content if you want it placed in many websites because this in turn will link back to your own website which of course will increase the website ranking.

It is not unusual for Google and other search engines to take months before they start to list a website. Although you cannot rush the search engines directly, submitting more articles and using the authority sites will help enormously.

The content on your website is what brings the search engines and hence visitors so therefore part of your article marketing campaign should be to continually add fresh content to your website. Don't forget that many visitors to your site are not visiting to buy something. The more truthful you are about what you are doing, the more visitors will appreciate it providing the information you supply is relevant to their search.

This is the ideal time to highlight the benefits of the product or service to the visitor. It is important they understand why they are buying a product so this process is important. By doing this you are securing any order you make and will receive less refund requests.

If you want visitors to your websites then you must continue your article marketing this way; this process must be repeated on a regular basis for it to work. An additional benefit from writing quality articles is that other website owners will either link to your site or use your articles on their own site; having your articles on numerous sites just improves the exposure of your site. There are no charges to article marketing and it is still the number one way to get traffic to your site; with relevant, quality unique articles, visitors will keep returning.

### About the Author

Mike is an online business consultant who helps marketers promote their services using effective tools like [article marketing software](#). Check out his [affiliate marketing tips](#) site for more tips and secrets to success.

Source: <http://www.onlineearnings.net>