

Article Marketing Explosion



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WHAT IS ARTICLE MARKETING

If you have been involved with internet marketing for any length of time, chances are you've heard of article marketing. Article marketing is essentially creating and distributing articles to numerous places on the net where they will in turn be distributed to a wide range of webmasters and publishers.

Okay, that's a bit of a technical definition, I think the easiest way to explain this is by showing you an example. Let's take a look at an example:

<http://ezinearticles.com/?cat=Health-and-Fitness:Anxiety>

If you click on that link, you will be taken to EzineArticles (this is the best article directory, and we will cover it in great detail shortly). Here you will see several articles written on the topic of anxiety.

So let's say for example, that you own a website about anxiety. I am going to assume that your website already contains lots of helpful information. All you would need to do is pull from what you already have, and write an article about anxiety (we will discuss how to do this exactly). You then take the article and submit it to EzineArticles.

Once your article is submitted, it will now be property of EzineArticles and be published on their website. This is of huge benefit to you because EzineArticles receives A LOT of traffic.

EzineArticles is an article directory, which means that people will not only come just to read articles, but they will also come to grab content to publish on their own site. Once your article is published, people will have the right to download it and publish it on their own site, *as long as they agree not to modify your article in any way.*

So here's the catch, at the end of our article, we will be permitted to have a few links back to our website. This means that every article you submit will result in:

- 1) Highly Targeted Traffic

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2) Backlinks

But it doesn't just end there, as I will show you how to submit articles to multiple directories for even more backlinks and exposure. This guide will show you everything you need to know to start writing fantastic articles today for the maximum benefit. There's a reason article marketing is so popular....because it works!

At this point I recommend that you view Video #1, to hear a bit more about the definition of article marketing and catch a look first-hand at EzineArticles.

THE ADVANTAGES OF ARTICLE MARKETING

Before we go any further, I would like to talk a bit about the many advantages of article marketing, and why it is such a powerful form of advertising and promotion.

Article Marketing Advantages

- **Article distribution can lead to an avalanche of traffic and links**
- **Article directories are seen as authorities amongst the search engines**
- **You have complete control over the anchor text**
- **It's free!**