

ARTICLE MARKETING

November 2011

Issue Number: One

MarketersDomination.com

ARTICLE MASTERY:
Marketing Methodology
With Quality Content
Distribution Cycles

CONTENT
ANALYSIS

KEYWORD
LOGISTICS

Discover how you can increase your overall exposure, content readability and your search engine rankings.

Formatting Your Content And Articles

While there are many that talk about getting backlinks to your content and articles, very few talk about the quality of that content. Fresh high quality content has always been the top reasons for search rankings and indexing.

This has not changed over the years except for the search engines getting more strict on wanting that fresh quality content. First and foremost the search engines want to provide to their users high quality results.

In my opinion this is one of the most left out concepts in marketing. Many just want to distribute or syndicate their content across the web with mass submission methods. They never think about the quality of that content or how it effects their business.



I have heard many times from article marketers that they do not care as long as they get those backlinks. What these marketers do not realize is that content is ignored and no credit given due to the lack of quality.

In this PDF we will discuss some of the basics of article formatting. We will cover some very important steps that many are leaving out.



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Creating Bite Sized Content

Reading the above you will notice I use short paragraphs. There is a great deal of value in bite sized content as it is easier for the human brain to process. It is very difficult to focus on the content when it is written with large amounts of text.

It is human nature for a reader to be able to digest small amounts of text at a time. This helps encourage greater response from the reader as they will not get lost in the words of your content. Obviously your reader is very important as they are the ones that will take action.

Bite sized content also has other benefits that can help you maximize your results. Search engine spiders are designed to seek well written and formatted content. Following the guidelines that the search engines has set is a vital factor in your rankings.



Distributing Proper Anchor Text Links

Your normal 500 word articles should contain at least 6 keywords, this number can vary depending upon the length of your content. 3 of these keywords should be turned into anchor text links. This is not counting your resource box but only the content of the article itself.

I know you are thinking that article directories do not allow that many links. For the most part this is true which is why you should be distributing your content to places that do allow several links in the body of your articles.



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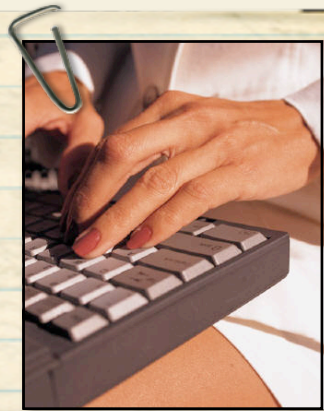
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Your anchor text links should be inserted as follows:

- One keyword anchor text within the first sentence of the article
- One keyword anchor text in the middle of the article
- One keyword anchor text at the end of the article

Do not just add a keyword anchor text at the beginning of your article. Add it into a sentence as close to the beginning as possible so it reads properly. You are after quality content here and not just links, the higher quality the better opportunity to rank for your chosen keywords.



This linking structure reasoning is because search engine spiders read your content from top to bottom. They do not stop at a certain density and then move on, this thinking comes from a popular myth about having keywords at a certain percentage.

Because search engine spiders read a page from the very top to the very bottom it is vital that you show your links throughout the content. This is done for the readers of your content at the same time. Many of the clicks come from middle content links due to readers seeing it as a more info link, while the bottom link is normally seen as a sales link.

The Written Summaries Of Your Content

The summary of your content must be written to match your article but not be a copy and paste of your first paragraph. When syndicating your content, your summary is used by many spiders to index your content. This is why it is important to have a different summary.



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There are several benefits to having a unique summary for each of your articles. If your content summary is posted on other sites and links to your main article, no reader wants to read the same content twice. Another benefit is it helps search engines see your content as being higher quality.

The reason being is that you took the time to write unique and fresh content. This gives your article more authority and especially when you take the opportunity to include a few extra keywords related to your main article keywords.

The summary length differs from website to website but as a general rule you should create before hand around 400 characters for your summary of each article you write.



Creating Useful Article Titles

There are probably 1,000 marketing books that tell you to catch the readers attention by using symbols and special characters in your title. Nothing could be further from the correct way to write titles. Your titles should be geared towards the reader and search engines both.

If you are using these special characters and symbols then you are actually hurting yourself with both reader and search engines. When a interested reader looks at your title and it looks as if a 4th grader created it, then do you honestly think they are going to click on it and read your article ?

The same with search engines because a fact is search engine spider are looking for high quality content. These spiders will bypass your titles and devalue the content due to the lack of writing ability. This takes away your authority in other words.



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You should not be submitting to content farms but to professional websites that are designed to help you in your marketing. Come across as a professional and use strict text only in your titles with no symbols or special characters (this includes question marks).



The Clicks And Your Resource Section

Your resource box should be formatted properly just as your article and summary is. Some may tell you to use a click here link but personally in my opinion that is real bad advice. You are making your reader feel dumb for one thing and that is the last thing you should be doing.

Another reason is the click here link gives you no backlink or link juice at all. Again you should format your content for readers and search engines alike. Do not shoot yourself in the foot at the very end of your content.

The authors resource box is the end of your article and for this reason your article or content should flow directly into the resource section. This is to say that when a reader is going over your article or content then they should not feel that the body is the end.

You reader should get the feeling that the end of the resource box is the actual end of that content. You can easily add in a call to action and still have your article flow nicely into the resource box. Doing this will help increase those clicks.

Your resource box should include 2 anchor text links with additional keywords that you may or may not be using in the body of the article or content itself.

Follow these simple steps and optimize your content from the very beginning to the very end and your content will give your results.

Article Marketing Strategies

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Get More From Article Marketing

In an effort to help article marketers actually get results from article distribution Marketers Domination has released some very powerful and exclusive article marketing tools for niche keyword research, social posting, article grading, distribution to private networks and more.

[Join Article Marketers Domination Now!](http://MarketersDomination.com)

MARKETERS DOMINATION



Article Distribution | Social Bookmarks
Article Grading | Keyword Research