
FRONT COVER:

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Foreword

Traffic is the pre-requisite for any successful business. Just like how a typical brick and mortar shop needs people walking around to see their shop, an online business needs eyeballs as well.

The problem is that for many new entrepreneurs, they lack the financial budget or knowhow to generate tons of traffic for their businesses.

And then in the early internet marketing years, a group of people came up with the term “Article marketing” and this has been the forefront for free traffic generation till today.

Let’s dwell deeper into this amazing phenomenon.

Article Wizard

Discover The Best Article Marketing Methods That Will Build Your
Business On Steroids

Chapter 1:

Introduction To Article Marketing

Synopsis

Article Marketing is a method of generating traffic for your online business without any cost. Created early in the web 2.0 era, this method has been used ever since from marketers around the world to create online traffic streams till today.



Background

One of the good things about article marketing as it has the ability of creating **passive traffic**. Which means, you'll be getting traffic without having to actively be there. (We will see how in the next few chapters).

This seems like the ultimate choice especially for marketers who are on a shoestring budget. The essence of article marketing is that traffic generation relies on the articles content and SEO to draw traffic through search engines and from sites, which already have a huge following.

Article submission directories are places where people can submit articles to get more eyeballs for their websites. It is the bread and butter of using articles to draw traffic.

In the next section, we will look at the basics for drawing traffic through articles instantly.

Chapter 2:

Basics Of Article Marketing

Synopsis

Article marketing is a simple task. It requires a bit of hard work but if you can automate the process, generating traffic becomes much easier. That being said, let us see how it works.



The Basics

As mentioned earlier, you have to submit articles to article submission directories to generate traffic. Some of these article submission directories include:

- Ezine articles
- GoArticles
- Article Alley
- Article City

These websites or article directories already have a huge database of articles submitted by other marketers covering various topics from internet marketing to niche business and health articles. They already have a huge following so you can imagine the amount of traffic they get every day.

When you submit an article to them, you can get traffic through two ways:

- 1) These directories rank highly on Google. So if you target the right keywords, which aren't competitive (and must have many people searching for it), your article will appear on the search results fast.
- 2) These websites already have high traffic due to the number of people searching for information. Because of that, good articles will

often be featured on top of the article directories' featured section and you'll be tapping into this huge traffic source.

So what happens if someone sees your article? How does it generate traffic for you? We'll see how in the next section: The resource box!



Chapter 3:

The Resource Box

Synopsis

The resource box or author's bio box is a small box, which you can customize in the settings section of every article submission directory.



The Info

In this box, you can write a short bio about yourself and include one or two **self-serving links**. A self-serving link is basically a backlink to your website.

When someone reads your article and likes the content found, they can click on your link to find more articles. The amount of clicks you get from people who read your article would also depend on how good you craft your resource box, besides leveraging on the content of your article.

A good resource box must have 3 factors.

- 1) Establish credibility
- 2) Have a call to action or “bribe”
- 3) Contain self-serving links

You’ll have to be able to talk about yourself without coming off as bragging and at the same time offer your readers something valuable so that they would click on your self-serving link. This could be something like a free e-book, e-course or more tips on something related to your niche articles.

This preview copy ends here and to get the full product, please go to
(the website URL) here to get the full product.